

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLII, No. 11

NEW YORK, SEPTEMBER 11, 1930

10c A COPY

## A NEW WORD for your vocabulary

**HANESPUN—N.**—*A soft, fleecy, perfectly spun cotton. In underwear, a guarantee of luxury at low cost.*

"HANES" is masculine for "underwear." Advertising has made it that! It also means underwear luxury, priced so low that every man can afford it. Millions of men and boys, who wear no other kind, first learned this through the P. H. Hanes Knitting Company advertising, prepared by us for nearly twenty years. • For its knitted garments, HANES spins its own cotton—knows that this is the best way that HANES standards can be met and kept. "Hanespun" now makes its bow in the advertising—a new word, but not a new thought. Its purpose is to crystallize in the minds of dealers and consumers the oft-repeated story of HANES quality, a changeless copy policy reading: "The biggest underwear values that little money ever bought."

**N. W. AYER & SON, INCORPORATED**

*Advertising Headquarters*

**WASHINGTON SQUARE • PHILADELPHIA**

**NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON**



# FEDERAL

Advertising Agency, Incorporated  
NEW YORK

\*

The advertising we  
do for local retailers  
provides continuous  
consumer contact

\*

It has always been Federal practice to serve a number of retail advertisers in various lines. Such accounts require advertising that must sell goods forthwith and provide a copy laboratory of inestimable value in the preparation of national campaigns.

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# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLII

NEW YORK, SEPTEMBER 11, 1930

No. 11

## Where Are Tomorrow's Advertisers Coming From?

The Battle of the Brands May Kill Some National Advertisers But It Will Create Others

By C. B. Larrabee

NEW groups are appearing on the horizon of national advertising. Today in gross volume of advertising they occupy a comparatively unimportant position. Two years, five years hence they may be among the dominant groups in total lineage placed.

One is tempted to say that a business revolution is taking place. The truth is that business, in its process of continual evolution, reaches periods when the process speeds up, and at such times evolution takes on the aspect of revolution. At present we are going through one of the speed periods which so often mark the end of one cycle and the beginning of another. What

is happening now is of the utmost importance to every advertiser, publisher and advertising agent.

The current period indicates to the advertiser where his tomorrow's competition for attention may come from. To the agent and publisher it should have a double meaning. In current developments they must discover who will be competing with their clients and customers in 1932 and 1935 and,

further, where their 1932 and 1935 customers and clients are coming from.

New national advertisers are created by various processes. The simplest and most common is that

of growth. Through good management, a small company with localized distribution extends its market until the widespread market demands national advertising. This type of growth takes place at all times, being retarded during periods of depression and accelerated during periods of boom.

The second process that brings new national advertisers onto the scene is controlled by invention. Modern inventive genius made

the radio practical and almost overnight a whole new group of national advertisers was created. The automobile and the electric refrigerator are other examples of similar growth.

Business depression has a retarding effect on this type of development. Furthermore it is almost impossible to chart. We may, for instance, predict that the photo-electric cell will bring into being a

**THE battle of the brands!**  
*The come-back of the wholesaler! The menace of the chain! Catchwords? Yes, but indicative of what promises to be a very significant revolution of our distribution system.*

*Because the situation is so acute today and because of its great importance to manufacturers, advertising agents and publishers, "Printers' Ink" has published and will continue to publish articles on many of the most vital phases of this significant subject. This article touches on but one important side of this many-sided controversy.*

new group of advertisers but it would be difficult for any publisher or agent at this moment to create a new group of advertisers built on the merits of the photo-electric cell.

There is a third type of development that is more important than those mentioned because it indicates a change in the basic structure of business. It usually marks the end of a cycle and makes itself most noticeable during periods of business depression. The reason for this is that in times of depression business has to be fought for with unusual bitterness and the marginal advertisers are slowly stripped away, leaving visible for a few moments, the bare structure on which national advertising is hung.

The development which is of such great importance today has been characterized in various ways. As the "battle of the brands," the "rise of the private brand," or by any of the other tags that deft phrase-makers have created, it has become a development which is being studied more carefully and more fearfully than anything which has affected national advertising for a long time.

It is impossible to describe this development in a few words, impossible and dangerous because in its present phases it is character-

ized by so much animosity on all sides that no one can describe it without being accused of prejudice.

What has happened, however, is that the growth of the chain is threatening the advertised brand. There is no point in describing just how this threat is being made and just how it will affect national advertisers. That is subject matter for other articles and does not affect the basic premise of this article.

The cast of characters in the drama of the brands consists of the national advertiser, the wholesaler, the chain, the voluntary chain, the retailer, the publisher, the advertising agent and the consumer.

In the early stages of this drama we found the national advertiser and the wholesaler in alliance. Formerly, some years before the curtain arose, they had been antagonists fighting, on a smaller stage, the battle of the nationally advertised brand and the private brand. In that battle the wholesaler was defeated and was forced into a grudging alliance with the national advertiser.

Along came the chain. Dating back many years, it really began to show itself importantly in the decade before the war and suddenly leaped to dominance in the years after 1920. Its chief appeal was



**Solitaire**  
Coffee

# HOME OWNED STORES



**Solitaire**  
GROCERIES

**SPECIAL**  
Delicious Tasty, Standard Specialty  
Solitaire Coffee, Solitaire Syrup  
One of each

**43c**

**Ripe Olives** 15c  
Rice 2 1/2 15c  
Graham Cracker 32c  
White King 39c  
Grape Juice 29c  
Cheese 22c  
Pickles 18c  
Natural Products 3-19c  
Peaches 28c  
Salmon 17c  
White Bread 6c  
Jam 19c

**Salmon and Corn Souffle**  
Pineapple Custard  
Pineapple  
Coffee 43c  
Butter 41c  
Sai Jai 3-23c  
Margarine 19c  
Lard 14c  
Bacon 36c  
Lettuce 8c  
Asparagus 12c  
Apples 3-23c  
Bananas 4-25c  
Grapefruit 10c  
Potatoes 6-23c

**Stretch Your Family Dollars at the HOME OWNED STORES**  
If you want to give your family good quality food, yet keep expenses down, you will find trading at these Home Owned Stores will help you to both purposes. Selling only the best quality goods at large quantities, their own methods and the LOWEST prices.

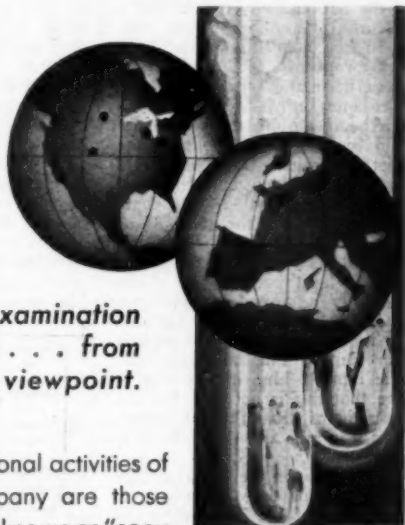
**Fruit Salad 29c String Beans 14c**  
**Catsup 24c**  
**Page 25c**

**HOME OWNED STORE**

The Voluntary Chains Feature Their Own Brands in Their Newspaper Advertising



# COPY TESTING



*—the advance examination  
of advertising . . . from  
a world-wide viewpoint.*

Among the international activities of The McCann Company are those which are generally known as "copy testing." These include the advance trying out of advertising ideas, words, pictures, or other elements, to pre-determine their probable sales power, prior to their world-wide use. In this work, all fourteen offices of the company, here and abroad, are closely meshed. • Such an activity is in line with the policy of The McCann Company, which regards an advertising agency as an adjunct to the sales department of the client. Its tools may be words, but its product is sales. • For those advertisers who are interested in the most advanced technique of copy testing and its various methods, the company has prepared a booklet on the subject which will be sent on request.

## THE H. K. McCANN COMPANY ADVERTISING

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO LOS ANGELES SEATTLE  
DENVER MONTREAL TORONTO WINNIPEG VANCOUVER  
LONDON PARIS FRANKFORT a. M.

price, its main weapon, bargains.

Suddenly the independent retailer found himself threatened. In a panic he turned to the wholesaler and the national advertiser. As a help in his time of trouble they offered him good advice and optimistic prophecies. The advice he disregarded and the prophecies turned sour on his tongue.

In the meantime the wholesaler found himself in more and more desperate straits. Often he was a poor business man and the final result of the growth of the chain was to send him to the wall. If he was a good business man he re-organized his business methods and began to fight back at the chain. Eventually he found himself in a position where he felt that his ally, the national advertiser, had let him down badly. The advertiser can argue himself blue in the face to prove that this is not true, but the fact remains that the wholesaler thinks it is true and that suffices in his eyes.

The wholesaler, recognizing that his business depends entirely upon the welfare of the independent retailer, has been exercising his brains to find out the proper methods of helping the independent. The results of his mental exercise have varied all the way from books showing the retailer how to rearrange his store, to the formation of groups of independents into what have been variously labeled "the voluntary chain" or "the independent alliance." Today the largest voluntary chain is built on the foundation of wholesale houses, but to the outside observer the wholesaler seems to be a minor factor.

There is little question now that the chains overlooked a tremendous opportunity. Perhaps business came a little too easily for them. Anyway, they clung to bargains and the price appeal to the exclusion of almost every other trade weapon except that of location. Because intuitively they were antagonistic to national advertisers they confused the issue and denigrated the value of national advertising. Only a few of the more visionary chain men were able to see that price was not enough and began to inject a

tinge of institutional advertising into their copy.

There are today several chains with business widespread enough to warrant national advertising. With a few striking exceptions they are not nationally advertising minded. It is significant that several of these exceptions are companies which have entered the chain field by way of the mail-order route with the result that they were convinced of the value of national advertising before they even thought of themselves as chains.

Ten, even five years ago there were many tears shed over the poor wholesaler. He seemed to be on his way out of existence. Chains

Thrill  
Plus  
Solidarity  
At The  
Friendly  
Stores



**CLOVER FARM STORES**

MADE IN U.S.A.

**Specials in Effect Friday, April 6th, to Friday, April 12th**

|   |   |   |
|---|---|---|
| <p><b>Soup Kirk Flaks</b> . . . 5 . . . 10¢</p> <p><b>Le-Franco</b> . . . 3 . . . 25¢</p> <p><b>Sugar</b> . . . 3 . . . 25¢</p> <p><b>Brown Flakes</b> . . . 2 . . . 15¢</p> <p><b>Milk</b> . . . 3 . . . 10¢</p> <p><b>Jelly</b> . . . 3 . . . 25¢</p> <p><b>Quilt &amp; Sheet</b> . . . 1 . . . 10¢</p> <p><b>Krall</b> . . . 1 . . . 10¢</p> <p><b>Asparagus</b> . . . 3 . . . 10¢</p> <p><b>Apple Butter</b> . . . 1 . . . 10¢</p> <p><b>Cake Flour</b> . . . 3 . . . 10¢</p> | <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> | <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> <p><b>Clear Flour</b> . . . 3 . . . 10¢</p> |
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**IN YOUR GROCERY**

**20,000 Pounds Fresh County Eggs Here Now**

**29¢**

**Clear Flour** . . . 3 . . . 10¢

**Clear Flour** . . . 3 . . . 10¢

**Clear Flour** . . . 3 . . . 10¢

**Clear Flour** . . . 3 . . . 10¢

**Clear Flour** . . . 3 . . . 10¢

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**Clear Flour** . . . 3 . . . 10¢

The Chain-Store Style of Newspaper Copy Is the Basis of Voluntary Chain Advertising

*Thorough Trading Area Coverage Through One Newspaper!*

# 46% of Wisconsin's Wealth in 11% of Area

**I**N 11 counties within 50 miles of Milwaukee which comprise only 11% of the total area of Wisconsin, there is concentrated 46% of the state's total taxable property. This compact area also contains 40% of Wisconsin's total population and makes 63% of the state's federal income tax returns.

In this same area, The Milwaukee Journal has 60,000 more circulation daily and 50,000 more on Sunday than any other newspaper. The Journal not only covers more than four out of five families in Milwaukee proper but reaches more than 50% of all families in the entire 50-mile trade area.

This rare combination of concentrated wealth and one paper coverage produces sales at remarkably low cost in this rich market.

## THE MILWAUKEE JOURNAL

**FIRST BY MERIT**

*Read by More than Four out of Five Milwaukee Families!*

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were cutting under him on the one side while national advertisers on the other side were threatening to sell direct.

Yet this despised wholesaler, this poor business man, has a far deeper appreciation of the value of national advertising than his enemy, the chain. He has shown his appreciation by advertising nationally when his distribution warranted.

The retailer, apparently, was left out in the cold. National advertising for him seemed out of the question. With the growth of the voluntary chain, however, he has gradually entered the national advertising picture. Last summer the Independent Grocers Alliance, more familiarly known as the I. G. A., announced that it would launch a campaign of national advertising this fall. Here, at last, is the making possible of an apparent impossibility. The retailer becomes a national advertiser.

Therefore, as we begin to close the books for 1930 and plan for 1931 we find three important new groups standing on the threshold of national advertising. These groups are the wholesaler, the voluntary chain and the chain.

Today, not one of these groups is strong enough to furnish a considerable volume of national advertising. Tomorrow they may be. In fact there are plenty of indications that as the current war develops these groups will be forced into advertising to consolidate their positions.

Today there are only a few chains large enough to advertise nationally. A & P, Woolworth, Montgomery Ward, Sears, Liggett, Walgreen, Penney, Grant and a few others complete the roster, yet these chains represent a considerable percentage of the total volume of retail trade done in this country.

As chains compete with each other they tend to grow either by expansion of units or by the merger route. For the moment the interest in mergers is at a low ebb. As soon as business picks up again, this interest is bound to grow. It would seem, then, only a matter of time before chains that are now comparatively small will grow to a

point where they are prospects for the agency seeking new national advertising accounts. In addition there is always the chance that other companies will follow the Sears-Ward path and enter the chain field from other lines; also there is at present in process of formation a group of smaller chains which will band together with the idea of creating sufficient volume to get the same concessions as the larger chains. This will be a sort of I. G. A. of chains. If this movement is extended, here are new groups of national advertisers.

Turn now to the wholesaler. At present the wholesalers who are advertising nationally are few in number. Leggett; Reid, Murdoch; Sprague, Warner. Only a few and all in the food industry. In the drug field there are United Drug and McKesson & Robbins. Both of these organizations object to the designation of wholesaler and yet basically they represent that type of distribution.

#### *Other Wholesalers Can Do the Same Thing*

Trace the growth of any of the nationally advertising wholesalers and you will find that there is nothing unique in what they have done. There is no reason why other wholesalers, spurred on by the examples before them, cannot do the same thing.

Finally, the voluntary chain. Today there is only one group in the United States and one in Canada large enough to warrant national advertising. However, what the I. G. A. has done can be accomplished by other groups. Whether it will be accomplished is a problem to be solved in the future. However, it is a problem that must be studied by those at present interested in national advertising.

Of the chains, we may say that it is almost certain that more and more of them will be attracted to national advertising.

Of the wholesalers, we may say that present trends point to the development, gradual as it may be, of more and more wholesalers with

*(Continued on page 135)*

New England's Second Largest Market

The Providence Sunday Journal ranked *fourth* among American newspapers in local gravure advertising and seventh in total gravure advertising for the first six months of 1930. (Figures from Gravure Service Corporation, N. Y.)

The newspapers showing larger totals are in cities from two to twenty times the size of Providence.

Circulation 86,912 Net Paid

**PROVIDENCE JOURNAL COMPANY**

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY  
Boston New York Chicago

R. J. BIDWELL COMPANY  
Los Angeles San Francisco Seattle

# Advertising Establishes That Bread Isn't Just Bread

How the American Bakeries Company Differentiates Its Merita Bread from Competing Products

GENERALLY speaking, bread is bread. It is a product that, generally speaking again, has been advertised largely only by name. Its advertising has sought to impress brand names upon consumers' minds, its advertisers reasoning—and not without logic—that if a given name could be made so well known that large numbers of consumers would ask for it in the retail stores, then the bread so named would be in a happy position.

To the American Bakeries Company, however, it seemed that bread might be advertised as are many other commodities—upon the principle that "no salable product," as advertising manager Thomas M. Murphy expresses it, "is so devoid of merit that by intelligent presentation it cannot be favorably distinguished from similar competitive products."

From its headquarters in Atlanta—the American Bakeries Company sells throughout the Southeastern States—the management instituted a study of the circumstances of consumers' purchases of bread. The investigation revealed that:

1. A surprisingly large number of purchasers looked upon bread as just bread. They neither knew nor cared greatly about brands.

Time after time, when a housewife was asked what brand she used, it was necessary for her either to ask the maid or go into the kitchen herself and find out.

2. In retail stores, behind-the-counter preferences seemed equally casual. Usually the customer asked for "a loaf of bread," and that is what the grocer sold—a "loaf of bread."

However, certain housewives did know bread and did express preferences. Asked to explain the preferences, they cited, first, the flavor. Next in popularity were qualities that caused the bread to remain fresh longer; next, qualities pertaining to health; next, qualities pertaining to toasting; and finally, qualities pertaining to making sandwiches.

Having visualized the market situation, the company set out to attain three objectives:

1. To convince the housewife that there actually is a difference among brands;

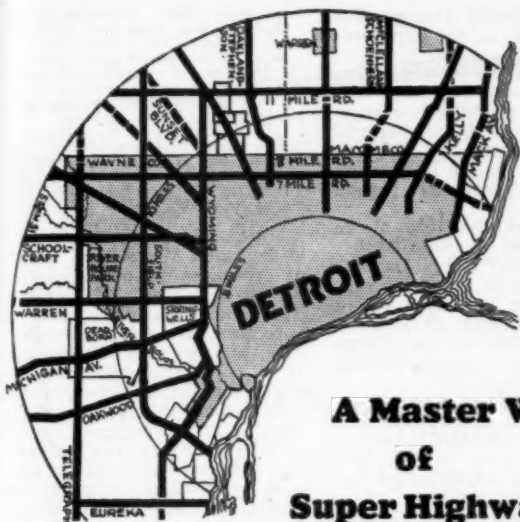
2. To create brand consciousness, and

3. To establish definite reasons why the housewife should prefer Merita—the American Bakeries' brand—to other breads.

Naturally, then, the question arose: Wherein does Merita differ



This Merita Bread Car-Card Advertising Talks Milk-Content





from other breads? That question was answered in the company's laboratory.

The company knew that Merita was rich in flavor, even in texture, uniform in crust. But to particularize these qualities, as compared with the qualities of competing brands, would lead to mere claim-making. The laboratory sought reasons.

Analyses revealed that Merita bread contained a proportionately larger amount of milk. The milk content largely explained the richness of flavor, the uniformity of texture and of crust. It explained, also, some of the very qualities the housewives had cited to explain their preferences.

The task, then, was to interpret the laboratory's findings, to convert analyses—chemical specifications—into selling appeal. The theme of that interpretation was milk.

Milk is known, and well and favorably known, to the public. It has been advertised and eulogized by doctors, nurses, medical columnists in the newspapers, and by the authorities who guard the public's health.

Especially does milk stand in high favor with the housewife. Training and experience have taught her that milk imparts desirable qualities to the foods she prepares herself.

Accordingly, all Merita advertising talks milk-content. In newspapers throughout the Southeast, over the radio, in car-cards, on twenty-four-sheet posters and in illuminated signs, the Southeast has learned and is learning about the milk in Merita bread.

Much of the copy is arrestingly aggressive. It compares milk with water. Thus a poster, picturing a milk bottle being filled from a water faucet, carries this message: "You wouldn't buy diluted MILK."

Don't buy diluted BREAD. BUY MILK BREAD." With the picture of a Merita loaf is linked the slogan: "Made with Milk."

Similarly in the newspaper copy, of which the following is an example:

When the recipe says Milk, you

use Milk. Why? Water would be cheaper. Why don't you substitute it? Flavor, richness—that's the answer. Water simply won't give it.

Think how a custard would taste made with water. When you want a food rich and palatable, you use Milk to give it that richness.

It is easy, then, to understand why Merita Bread has such a rich flavor, why it is more nourishing than other breads. For Milk, a large amount of nourishing Milk, is used in making Merita.

Much of the copy is devoted also to the health of children. It talks of vitamins—"minerals, calcium, protein, foods that build substance." The children "eat lots of bread. Give them Merita, for Merita is made with lots of nourishing milk. It not only has a rich flavor they will enjoy, but also the vitalizing food elements their growing bodies need."

"We feel that the fact that we've had little or no complaint about sales comparisons with previous years," Mr. Murphy tells PRINTERS' INK, "is demonstrating the success of the appeal."

### O. P. Swift Joins Newcomb Agency

Otis Peabody Swift, formerly with the publicity department of N. W. Ayer & Son, Inc., has been appointed head of the publicity department of James F. Newcomb & Company, Inc., New York. He was also, at one time, with George Harrison Phelps, Inc., Detroit advertising agency.

### Vadco Sales Account to Kling-Gibson

The Vadco Sales Corporation, New York, Vivaudon products, etc., has appointed the Kling-Gibson Company, advertising agency, to direct its advertising account. The account will be handled through this agency's New York office.

### R. L. Hunter Joins "Screenland"

Robert L. Hunter, formerly with Photoplay, New York, has joined the advertising sales staff of Screenland, New York. He will continue to cover New York and New York State territory.

### Travelers Insurance Appoints Young & Rubicam

The Travelers Insurance Company, Hartford, Conn., has retained Young & Rubicam for special services. No general advertising is contemplated for the present.



**THE INDIANAPOLIS NEWS**

SENATE TROOPS GO TO BOMBAY AREA

HOUSE READY FOR LAST TARIFF VOTE

TAMM PORT ON AUTO PRESERVED

INDIAN ACTS TO STIMULATE BUREAU

**In each of the past 3 years, The News's margin of lineage leadership has reached successive record heights.**



**The INDIANAPOLIS NEWS**  
*Sells The Indianapolis Radius*

DON BRIDGE, Advertising Director

New York:  
**DAN A. CARROLL**  
 110 East 42nd St.

Chicago:  
**J. E. LUTZ**  
 Lake Michigan Bldg.

# Where Reader Interest in Advertising Is Keenest



## THE CHICAGO

Chicago's Home

D  
New

rest  
nest

Every day Chicago merchants place a majority of their special merchandising announcements in The Chicago Daily News . . . an average of nearly 130 columns of advertising daily.

This Display of buying opportunities . . . the largest available in any Chicago daily newspaper . . . has made The Daily News distinctively Chicago's buying guide.

It has created a reader interest in advertising among Chicago's most competent, most responsive families that is an invaluable asset to every general advertiser.

#### ADVERTISING REPRESENTATIVES:

##### CHICAGO

Home Office  
Daily News Plaza  
Tel. Dearborn 1111

##### NEW YORK

John B. Woodward, Inc.  
110 E. 42d St.  
Tel. Ashland 2770

##### DETROIT

Joseph R. Scolaro  
3-241 General Motors Bldg.  
Tel. Empire 7510

##### SAN FRANCISCO

C. Geo. Krogness  
303 Crocker, 1st Nat'l Bank  
Bldg. Tel. Douglas 7802

##### ATLANTA

A. D. Grant  
711-712 Glenn Bldg.  
Tel. Walnut 8902

*Member of The 100,000  
Group of American Cities*

**GO DAILY NEWS**

Home Newspaper

**Great news—  
The Emerson B. Knight  
organization  
has just completed  
a seven months'  
study  
of the Detroit market  
and  
The Detroit Times  
will place the  
facts at  
your disposal  
at a very early  
date.  
Watch this page.**

**"THE TREND IS TO THE TIMES"**

*Represented Nationally by the RODNEY E. BOONE ORGANIZATION*

# Label Your Package the French Way

Why the New Adolf Gobel, Inc., Labels Feature the Contents of the Container Instead of the Name Gobel

By H. E. Rounds

Director of Sales, Adolf Gobel, Inc.

**T**OO often in the past manufacturers with products sold over the counter in tins or glass have considered their labels as just another step in the advertising campaign—one more way of forcing brand identification. We believe now that this is a mistake.

After the study of this matter of labels recently made as part of an extensive marketing survey by the sales executives of Adolf Gobel, Inc., for thirty-one years makers of prepared and cooked meats, we became convinced that it is a mistake to think of our labels as advertising matter, pure and simple. So we decided on a radical change. We asked our advertising agency to redesign the entire group of Gobel labels. That revision now is in process. When completed this will be the result:

Labels which gave at least 75 per cent of their emphasis to the word "Gobel" and only 25 per cent to the actual name of the contents of the package, will now

reverse the proportion and give the product more display. For example, where once we featured "Gobel" on a glass jar of skinless frankfurters, we will now give typographical emphasis to the frankfurters.

We took this house-cleaning opportunity to modernize the labels, using as art criterion the most dignified and dramatic technique developed in Germany and the United States.

Understand, the old Gobel labels were not bad, artistically. But they were rather conventional and the typographical designs were not distinctive. They were rather good, as labels go.

Nevertheless, we changed them—despite the fact that the Gobel labels had become, through thirty-one years of intensive sales effort, during which the firm grew from a Brooklyn butcher shop to a \$50,000,000 corporation, about the most familiarly known brand identification on prepared meat products in



One of the Old Gobel Labels—They Were Not Bad Artistically, but They Were Rather Conventional—Emphasis Was Placed on the Word "Gobel"



*In the New Labels the Name "Gobel" Has Been Subordinated—Emphasis Is Placed on the Contents of the Container*

the Greater New York area and well known throughout the East and Middle West.

Why, then, did we scrap these familiar labels established with much cost and time? The answer is that we had made the psychological error of disregarding the shopping habits of retail customers. We had, like many another American manufacturer, thought first about *us*, and last, if not least, about *you*.

It was Frank M. Firor, president of Adolf Gobel, Inc., who first pointed this out. He had visited retail stores to watch the reactions of neighborhood shoppers.

What he saw was this:

A woman enters a store. She is planning the evening dinner for her family. As in 60 to 85 per cent of cases of women shopping in food stores, she does not know exactly what that dinner will be. She wants "something different." She looks around, uncertainly. She gazes musingly at well-stocked shelves, at counter displays.

Mind you, it is not trade names or manufacturers' names that she consciously studies. It is what is inside those alluring packages. She is seeing the contents, not the makers' names . . . and she is looking even beyond that to the contents as they will appear on her dining-room table.

So, questioned Mr. Firor, what is the sense of shouting your name at a shopper when she wants to know what you have packed in those packages, tins or glasses?

The ordinary way of labeling products, therefore, is a violation of the accepted technique of merchandising, which is, namely, to accede to the buying habits of the customers rather than to fight them. It costs too much to fight them. It is easier to "give them what they want." And here we, and other manufacturers, have been ignoring this simple law that every salesman knows and practices!

We have been led astray, probably, by English usage and English grammar as much as by inertia. It is the custom of English-speaking peoples to write the adjective before the noun. We are in the habit, for instance, of calling a glassed product, "Gobel's Pig's Knuckles & Sauerkraut." This is, from a selling point of view, quite incorrect. Why?

Because the woman shopper, gazing at a grocer's shelves, is interested in Gobel or in any other manufacturer's name merely as an identification of reliability—just as any name known to us carries the weight of familiarity—and is interested primarily in the fact that inside the glass jar she may find a suitable supper suggestion

which had not occurred to her.

The French, for instance, do it better—speaking from a retail merchandising point of view. They say, "*Theatre Francais*," not French Theater. They say "*Chapeau Mossant*," not Mossant Hats. They say "*Phonographe Columbia*," not Columbia Phonograph. And "*Pneu Goodyear*" means Goodyear pneumatic tire. They say "*Savon Lenthéric*," Lenthéric being the manufacturer of a fine soap.

They identify the product, then the brand. Eastman, in calling its movie camera "*Cine-Kodak*," is doing it the better way. This French way is, psychologically, the scientific way to create labels.

Furthermore, if the manufacturer adopts the French way of labeling, he seizes automatically for his products many a sale which would otherwise be lost. Let me illustrate:

The Joneses have some unexpected callers on Sunday. Jones gallantly asks them to remain for Sunday night repast, much to Mrs. Jones' horror. She calls him aside.

"We haven't a thing in the house," she whispers.

"Don't worry," Jones says, "I'll go down to the delicatessen and get some things. Leave it to me."

Jones hurries around the corner to a store. And inside he pauses, uncertainly. It's not as easy as he thought. What'll he get?

"Is there something?" asks the clerk.

"Uh-ah—" mumbles Jones, casting a worried eye over the shelves behind the clerk. And then he sees a jar announcing conspicuously: "Jellied Lamb Tongue." That sounds good.

"I'll take that lamb tongue," Jones says. His eyes rove; he sees a can offering Spiced Ham; he takes that. Now he is going good. He orders a loaf of rye bread, cheese, dill pickles, a boxed devil's food cake, and so on.

Now, we contend that the conspicuous labeling of the packaged food's contents is what sold Jones. He bought something he had no intention of buying. Even if he went to the delicatessen intent on buying jellied lamb tongue, it seems

likely he would have pointed to the brand labeled as I have indicated. Thus both casual and deliberate shoppers are drawn to the product which bears a modern label stressing the contents, and not the brand or maker.

Also, our thousands of "hot dog" dealers display metal signs featuring "Frankfurters . . . sizzling hot," and only as an afterthought, apparently, does the Gobel seal appear in the right-hand corner.

In our new design of our entire line of labels, we have subordinated the name Gobel, but not to the point of obscurity, of course.

The manufacturer who has built up a reputation should never, we believe, sacrifice prestige for the sake of immediate sales. In the long run, prestige will be worth more than a sales manager's record. However, we think that our new labels happily combine vivid salability and at the same time retain the confidence-building identification evoked by an old and responsible name.

### To Direct Allis-Chalmers Agricultural Sales

W. A. Roberts, vice-president of I. J. Haug & Sons, Regina, Saskatchewan, has been appointed agricultural sales manager of the Allis-Chalmers Manufacturing Company, Milwaukee. He will have charge of the sale of all agricultural units.

### French Line Appoints B. B. D. & O.

The French Line (*Compagnie Générale Transatlantique*) has appointed Batten, Barton, Durstine & Osborn, Inc., as its American advertising agency. This appointment is effective January 1, 1931.

### Cadillac Appoints Campbell-Ewald

The Cadillac Motor Car Company, Detroit, Cadillac and La Salle automobiles, has appointed the Campbell-Ewald Company, advertising agency of that city, to direct its advertising account.

### W. H. Essex with Chicago "Daily Times"

W. Harold Essex, formerly general manager of the Greensboro, N. C., *Record*, has been appointed promotion manager of the Chicago *Daily Illustrated Times*.

# Everything from a Ratskin to a Ranch

An Investigation of This Famous Slogan on the Walls of a Texas Store Points a Moral to the Advertising Fraternity

By Edmund S. Whitman

**T**HIRTY miles southwest of San Antonio, following the eerie course of the elusive Kroflite, one may reasonably expect to find Devine, Texas. By all odds the greatest civic triumph of this peaceful village is Adams Company, incorporated forty-one years ago with \$2,000 worth of merchandise and the priceless slogan "Everything from a Ratskin to a Ranch."

Cowhands, big chili-and-tequila men from Mexico, and ranchers have passed along the good word about this general merchandise store and the slogan emblazoned on its sun-scorched walls. Its fame has gradually spread—across the border and down to Mexico City, west to Tucson, north to St. Louis, and finally east to skeptical Manhattan.

From the manager of Adams Company, Mat A. Keller, we learn that it remained for a New Yorker to put the slogan to the test. He happened to be in San Antonio, where he had no trouble whatsoever in getting one of the Long Horns in the lobby of the Gunter Hotel to take his bet as to the veracity of the slogan.

"It's just a racket—and a punk one," observed our friend from the Bronx. "I intend to go to Devine with the express desire to buy a ratskin—and I tell you right now, Adams Company won't be able to deliver. These phoney slogans make me sick."

"Yeah? And suppose you do find yourself owner of a ratskin? Then what'll you do?"

"Then I'll pay you \$100 and consider it cheap for the restoration of my faith in mankind."

So they proceeded along the glittering highway, through fields of blue bonnets and sage brush, to the sleepy village of Devine. They could see the Ratskin to Ranch

slogan for several miles before they came to the town.

The manager, himself, waited on them.

"What I want—what I came all the way from New York to buy—is a ratskin," stated the New Yorker. "Can you deliver?"

"You saw our sign, didn't you?" Mr. Keller fixed him with a keen blue eye. "You've never found a Texan yet who lied to you, did you?"

Mr. Bronx swallowed. Visions of Billy the Kid, of sudden drawing of shooting irons, of death in the cactus swept through his mind.

"Oh, I wouldn't take it that seriously," he smiled. "I really just dropped in for the joke of it. I didn't expect you to have such a thing."

"No? Well, you're wrong. We've got a very fancy assortment of ratskins—and although nobody hereabouts has ever doubted we could produce and they may be a trifle dusty on that account—here they are nevertheless."

Whereupon he produced a box of ratskins, priced at a dollar each. Mr. Bronx bought one hastily and started out into God's open spaces.

"Just a minute." The manager's voice was compelling though quiet. There was a note of conviction in it—a rare sound indeed in the Bronx. "Before you go I want you to get it straight that the policy of this company is to make good on every statement it makes. That's the way we've built this store from \$2,000 to \$375,000 in 1929. We have always lived up to our advertising. Our customers trust us. They know we do *exactly* as we say. And in case there's any further doubt in your mind, perhaps you'd like to price a ranch or so!"

But the man from the Bronx had departed.



## *You'd Fire Your Purchasing Agent For Less!*

A manufacturer who discovered his purchasing agent accepting material on "hunches" rather than full knowledge and careful study of its specifications would lose no time in swinging the axe.

What of the advertiser who attempts to operate in the Chicago market without knowing and understanding the specifications of the Chicago Evening American?

The Chicago Evening American is now in its tenth consecutive year of circulation leadership in Chicago's evening field, and its fifth year of leading the next evening paper by over 100,000 copies daily.

In the first eight months of 1930 the Chicago Evening American's daily average circulation was 550,232 copies—111,569 more than that of the second evening paper:

By its specifications and its performance the Chicago Evening American belongs in every advertising campaign in the Chicago market—and advertisers who know and properly appraise it, give it a major place in their plans.

## **CHICAGO EVENING AMERICAN**

a *good* newspaper now in its TENTH  
YEAR of circulation leadership in  
Chicago's evening field



National Representatives: RODNEY E. BOONE ORGANIZATION

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## **This year is bad medicine for business rabbits**

**I**T'S given 'em headaches. Interfered with their sleep. But it's got them thinking. That's why, if they think clearly now, a lot of them won't be rabbits any more in 1931.

Business isn't 40% down in New York. Nor 33%. Nor 25%. Big volume purchases are being made every day by the 10 millions who live here. They're buying what they want now . . . when the price spells value.

This is still by far the largest market in America. And the wealthiest.

And the most responsive. Which may mean that men in markets where business is down 40%, 33% and 25% can wipe out much of the red ink by selling aggressively here.

The Boone Man knows the New York Market. Knows what people are buying and how and why they buy. Knows the jobbers and knows the retailers. He can apply that knowledge to your own sales. That's his business . . . so why not ask him to do so?

## New York Evening Journal

MAIN OFFICE: 9 EAST 40th ST., NEW YORK CITY

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

|  |   |
|--|---|
| NEW YORK CITY, International Magazine Building . . .                         | CHICAGO, Hearst Building . . .              |
| DETROIT, General Motors Building . . .                                       | ROCHESTER, Temple Building . . .            |
| BOSTON, 5 Winthrop Square . . .  | PHILADELPHIA, Fidelity Trust Building . . . |
| PACIFIC COAST REPRESENTATIVE,<br>H. H. Conger, 5 Third Street, San Francisco |   |

POSSIBLY you have already read something about the results of the study made by the U. S. Bureau of Labor of the living habits of the Ford worker, one of the highest paid groups of industrial workers in the United States.



THE result should give the advertiser occasion for some thought as to how his money is being spent to reach and influence a market.



NOT that these Ford workers aren't good spenders—they are that, for they end the year with an average deficit of \$7.96, but it means a lot of figuring to break as closely as that. Nearly half of them own automobiles, about one third have radios,

while only five out of a hundred have telephones. The man of the family buys an overcoat once in seven years. One third of the income is spent for food.



IT is now more necessary than ever before to clearly comprehend not only the possibilities of a market, but its *limitations* as well.



USING The Free Press in Detroit is your one certain assurance of reaching the regular, free-spending buyer in the Detroit area.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

# To Fill In or Not to Fill In

Millions of Dollars' Worth of Everything from the Encyclopedia Britannica to Fake Oil Stocks Have Been Sold by Letters That Had No Fill-Ins

By W. B. Edwards

THE direct-mail business is a tricky one, Mr. Aesop Glim.\* Because it is so tantalizing, one never becomes a successful direct-mail advertiser until one learns that it doesn't pay to be dogmatic or to have preconceived notions.

It isn't safe to approach a direct-mail campaign with the thought that one-cent postage should be used and not two-cent. It isn't safe to conclude that two-page letters should never be employed. It isn't safe to decide—once and for all—that a letter should never start with a question, or with an anecdote, or with a command to action.

And it isn't safe, Aesop, to lay down a rule that a letter must have a fill-in. The moment you do so, dozens of examples of letters without a fill-in may be laid on your desk that succeeded in a way which would have pleased Midas himself.

There is only one way to proceed in this direct-mail business and that is to test everything before adopting it as a policy. After a policy is adopted, it is wise to test it every now and then, because last year's money-making policy may be this year's red-ink producer.

Hear what Aesop says, on this matter of to fill in or not to fill in: Direct mail, "perhaps more than any other advertising medium, calls for copy with the personal, intimate appeal." And, "One important, primary and almost indispensable method of personalizing a piece of direct-mail is to have the recipient's name on the piece itself—as well as on the envelope."

And further: "A letter that does not bear the recipient's name is virtually an insult. To save the cost of filling in on a letter is self-deceptive economy. If you expect him to respond to your letter, call him by name!"

In his book "Mail-Order and

Direct-Mail Selling," S. Roland Hall has a chapter significantly captioned: "The Much-Discussed Question of Fill-In." "Perhaps no question," says Mr. Hall, "in connection with letter messages is discussed more freely or frequently than that of whether or not it pays to fill in the name and address of the individual addressee by means of the typewriter, or some form of stencil or slug."

Further proof of the problem's antiquity and persistency is found in "Effective Direct Advertising," by Robert E. Ramsay, who reports: "No convention or group of two or more advertisers ever assembled to discuss direct advertising even indirectly without asking this ever-present question: 'Does it pay to personalize?' Charles W. Hoyt, in speaking before the Toronto convention of the Associated Advertising Clubs of the World (held in 1914) reported a test case of 1,000 letters that were carefully filled in and mailed out under two-cent postage and of 1,000 not filled in and mailed under one-cent stamps. O. C. Harn, who followed Mr. Hoyt, told of a test of three lists of 5,000 each, one piece being an ordinary printed circular, another a filled-in letter, and a third a non-filled-in letter."

So much for the problem's privilege of being seated with the ancients. Now let us see what these experts had to say about the fill-in.

Says Mr. Hall: "The mere fact that each message is separately typewritten does not relieve a letter of the circular character. Indeed, it is doubtful that any letter written in exactly the same way to hundreds or thousands of people will be substantially more productive than a neatly printed or processed letter. The fill-in indicates that the addressee's name, and perhaps his position, are known to the sender of the message. That touch

\*"Be Sure Your Direct Mail Has Direction," PRINTERS' INK, Sept. 4, 1930.

*of individuality may mean a good deal in the case of many messages and mean nothing in the case of many more."*

Says Mr. Ramsay: "No general reply can be given to this question. *The one sure way is to test it and find out for yourself whether it pays.*"

The experiment which Mr. Hoyt reported at that Toronto meeting sixteen years ago, indicated that in advertising the specific proposition for which the test was conducted the fill-in increased results. Mr. Harn's test indicated with equal emphasis that the ordinary printed circular, for the item he advertised, was vastly better than a letter either with or without a fill-in.

I have a notion that this country is being personalized into a state of nervous collapse. I am referring, of course, to advertising. In personal selling, curiously enough, the trend is directly away from the personal element.

The old drummer, who sold largely on the strength of the personal element, has given way to the present-day salesman who hasn't a chance to get on a personal basis with his customers. How much of the personal element do you think enters into a transaction between a buyer for a \$100,000 department store buying syndicate and a manufacturer's representative? When a salesman approaches the Independent Grocers Alliance—which last year sold over \$500,000,000 of groceries—does he attempt to play on the personal chord? Or when he calls on the A & P, which last year sold something over one billion dollars of food products?

And what about the chain stores, themselves, in their own selling? Surely the chains are to be considered successful merchandisers. Yet many of the chain stores have given up trying for the personal element behind the counter because they have finally learned that with national advertising and standard brands, the need for the personal element has largely vanished.

So it goes throughout the field of selling. The rage for personalizing died out in the field of face-

to-face selling years ago. Unfortunately, it seems as though it has become reincarnated in certain forms of advertising and more specifically in the form of direct-mail advertising.

As one contributor to PRINTERS' INK, who was lashed into a poetic frenzy, expressed it:

It pays to be personal now;  
It brings in the shekels—and how!  
If you want to sell drugs,  
Or Baluchistan rugs,  
Or revolvers to thugs,  
Or a spray to kill bugs—  
You've got to be personal now.

Just a few months ago, in PRINTERS' INK, Ed Thompson, manager of the Philadelphia branch of the A. B. Dick Company, said: "I have made many tests with circular letters and have invariably found that unpersonalized circular letters bring better results than those at which an attempt has been made to personalize. Perhaps it might flatter the recipient of the letter to some extent to see his name typed at the beginning of the letter, but generally speaking I have my doubts about that. The practice has become too common."

A few months before that, Jerome Sill, sales promotion manager of the Royal Worcester Corset Company wrote in PRINTERS' INK MONTHLY about direct-mail men who are so eager to lay down rule-of-thumb procedures. "They told us," said Mr. Sill, "that the better the processing of a letter, the more personal it appeared, the higher the returns."

"On the first of this year, we instituted a monthly news-letter to our trade. It is purely and simply a processed circular, without salutation or signature, and mailed in a penny-saver envelope. *It has consistently outpulled every other form of direct mail that we use, putting to shame such modern contrivances as the automatic typewriter, the addressing machine and the carefully filled in, hand-signed processed letter.*"

And about the same time there appeared in PRINTERS' INK an article analyzing a letter that sold approximately a half million dollars' worth of fish for the Frank

Sept. 11, 1930

PRINTERS' INK

27

**THE NEWS • NEW YORK'S PICTURE NEWSPAPER**  
*Tribune Tower, Chicago • Kohl Building, San Francisco*  
*News Building, 220 East Forty-Second Street, New York*



SEVEN out of ten  
New York City families are reached by  
The News . . . You can't sell all of them —  
but you can't ignore all of them, either.

E. Davis Fish Co., the mail-order sea-food distributor of Gloucester, Mass. Here is a letter that runs over into the second page. Its paragraphs are long and single-spaced, giving the appearance of heaviness. It doesn't begin with the "you" appeal. The whole opening paragraph is sprinkled with "I's." *There is no fill-in*, the salutation being merely "Dear Friend." It isn't dated.

Yet it sold a half-million dollars' worth of fish—no mean accomplishment.

I'm not citing these, Aesop, to prove that the fill-in is unnecessary. I cite them merely to show that when one talks about direct-mail it isn't safe to be dogmatic.

Although it might not be the proper thing to do, I could direct attention to the fact that millions of dollars of fake securities have been sold in this country through unpersonalized direct-mail; that is, unpersonalized to the extent of not having a name or address on the message. I could direct attention to the remarkably effective direct-mail campaigns for the various editions of the Encyclopedia Britannica which were largely without benefit of name or address.

There is one important thing to remember in this business of direct-mail advertising and that is that every direct-mail office should be a miniature experimental laboratory. It should be engaged everlastingly in testing this, that and the other direct-mail idea.

Personal preferences cannot be considered for a moment. You may like a fill-in. I may not. But if we are both engaged in direct-mail work our own ideas don't count a continental. There is only one thing to be considered in direct-mail advertising—what does a test show?

Until that lesson is learned one never becomes a successful direct-mail advertiser.

### Appoints Atlantic Agency

The Visible Dent-Index System Company, Brooklyn, N. Y., manufacturer of an accounting system for dentists, has appointed the Atlantic Advertising Agency, of that city, to direct its advertising account.

### Security Exchange Plans Campaign

While the New York Produce Exchange has used newspaper space to advertise its new security market, it has done so only from time to time. Plans are now under way, however, for a campaign which calls for consistent use of larger space to inform the public of the functions and procedure of the securities division. Copy will cover the various phases of securities trading, with particular reference to trading as conducted in the securities market of the New York Produce Exchange.

This campaign will be directed by the New York office of Albert Frank & Company, advertising agency.

### O. S. Stauffer and W. S. Cady Buy Idaho Paper

O. S. Stauffer and W. S. Cady have purchased the Pocatello, Idaho, *Tribune*, from William Wallin. Mr. Stauffer is head of the Stauffer Publications, which include eight newspapers in Missouri, Kansas, Oklahoma and Nebraska. Mr. Cady was formerly business manager of the Denver *Rocky Mountain News*, and before that was director of the National Advertising Department of the Scripps-Howard Newspapers. He was also formerly advertising manager of the Cleveland *Press* and, at one time, was with the Wichita, Kans., *Beacon*.

### Heads Bissell Carpet Sweeper Company

M. R. Bissell, Jr., for many years vice-president of the Bissell Carpet Sweeper Company, Grand Rapids, Mich., has been made president of that company, succeeding F. M. Deane, who died recently. S. C. Rapley, treasurer of the company, has been made a director.

J. W. Scott, who has performed the duties of advertising manager for many years, has been formally appointed advertising manager and, in addition, will have charge of sales.

### Appoints Lewis-Waetjen Agency

The Health Products Corporation, Newark, N. J., has appointed the Lewis-Waetjen Agency, Inc., New York advertising agency, to direct its technical medical advertising.

### P. B. Anthony, Vice-President, McKee Agency

Paul B. Anthony, formerly with Erwin, Wasey & Company, advertising agency, has joined The Homer McKee Company, Inc., Indianapolis advertising agency, as vice-president.

### Bamberger Appoints Irving Price

Irving Price, assistant advertising manager of R. H. Macy & Co., Inc., has been appointed advertising manager of L. Bamberger & Co., Newark, N. J.





here are two ways of handling your printed advertising. You can prepare it yourself and then send it to us to print, or—

You can commission us to prepare it for you.

Our service includes the writing of copy, designing, photography, retouching, engraving, and addressing and mailing, as well as the printing and binding.

If you would care to have the benefit of a new viewpoint, we shall be glad to send a competent man to see you.

**CHARLES FRANCIS PRESS**

PRINTING CRAFTS BUILDING

461 Eighth Avenue, New York City

# Going Up

Five Skyscrapers, Building Now or for Immediate Construction Represent an Investment of \$12,850,000.

11 Stories  
Cost \$600,000  
(Under construction)



26 Stories—700 Rooms  
Cost \$2,750,000  
Largest Hotel in Oklahoma



26 Stories—619 Rooms  
Cost \$3,000,000  
(Under construction)

p

HOTEL

ns

FIRST NATIONAL BANK &amp; TRUST CO.

32 Stories  
Cost \$3,500,000  
Tallest in Oklahoma

RAMSEY BUILDING

31 Stories  
Cost \$3,000,000

THE tempo has been struck in Oklahoma City's symphony in steel and concrete. Skyscrapers definitely planned or under construction give the city the most pretentious building program for any city of its size. The Greater Oklahoma City—Metropolis of the Southwest—is under way. » These prosperous, up - and - doing people can be sold effectively and at one low advertising cost through the Oklahoman and Times.

# THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

The Oklahoma Publishing Co.  
THE OKLAHOMA FARMER-STOCKMAN

Times Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

# The Post-Intelligencer Knows the Seattle Market..

**A**N expert and unbiased house-to-house survey gave us the facts. The Post-Intelligencer knows the million people who compose the Seattle Market. Who they are. Where they live. What income they receive. What they buy. Where they buy it. What their buying habits are. . . . The Post-Intelligencer knows how the Seattle Market may be entered successfully by any manufacturer with a meritorious product. Knows distribution channels and how best to approach them. *Ask any Post-Intelligencer representative for the facts.*

## SEATTLE



W. W. CHEW,  
286 Madison Avenue,  
New York City.

J. D. GALBRAITH  
612 Hearst Building,  
Chicago, Ill.

A. R. BARTLEY,  
3-129 General Motors Building,  
Detroit, Mich.

SLAYTON P. LA DUE,  
625 Hearst Building,  
San Francisco, Calif.

## POST-INTELLIGENCER A MILLION MODERNS IN THIS MARKET!

They

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# Farmers Don't Catch the 7:40

They Are People, But Advertising to Them Must Be of Individual Type

By Victor F. Hayden

Executive Secretary, Agricultural Publishers Association

**P**ROBABLY it will never be done but it *would* be startling to hear a salesman saying something like this to a farmer in Montana: "You'll find this small-sized newspaper handy because the pages are easy to turn when you're riding down in the subway in the mornings."

The argument wouldn't appeal because the farmer located a couple of thousand miles from New York would in the ordinary course of his affairs have no occasion to ride in a subway.

Yet much of the commodity advertising that appears in farm papers carries the self-same pictorial and text appeal that is set before city readers, whose environment and thought trend are entirely different. The arguments are often sound, and perhaps have sales appeal even when addressed to an agricultural group. But the power of the message can be stepped up by specific application when the group is so definitely known as is the case with farmers.

There are farm-paper advertisers who ignore this principle. Cosmetic advertisements have appeared with illustrations of country club bridge parties; automobile advertisements have shown the happy owners on the way to golf games. Recently a company advertising in a farm paper to secure agents urged the reader to quit his present job and be through with low pay! This was a good argument to an industrial group but the farmer could not quit his job because, in the sense one commonly uses the term, he has no job to quit.

This overlooking of the unique opportunity for specialized copy with intense class appeal is possibly due as much as anything to the friends of agriculture. In seeking to prove the farmer's economic and mental parity with his urban fellows they established too great a homogeneity concept.

At one time the farmer was regarded as a creature unto himself, different from any species to be found in the city. The popular be-



The National Refining Company Is Talking the Farmer's Language in Its Farm-Paper Advertising for En-ar-co Motor Oil—This Illustration and the Text Which Accompanied It Tell a Real Story to the Corn Belt Farmer

# Change places with your husband next washday



*An Interesting Farm Angle Has Been Put into the Maytag Washing Machine Farm-Paper Advertisement Which Carried This Illustration*

lief was that he blew out the gas, never shaved and could not understand a message unless it were couched in words of one syllable. So there became established the conviction that selling to the farmer was a process separate and distinct from selling to other human beings.

Came the dawn! Modern methods began the battle against farm isolation. There arose voices in the market-place which proclaimed that through meeting their fellow-men in the trading centers farmers had become orientated. They thought as others, they bought as others. It became fashionable to boast: "I saw a farmer in the hotel last night and I'll swear you couldn't tell him from a city man."

That was years ago. The process continued. It was discovered that a number of farmers read newspapers, listened to radios and otherwise comported themselves as does the average business man.

Then came the idea that the farmer, being by all outward standards practically identical with the city business man, would respond to the same advertising appeal. The discovery was probably made by an efficiency expert as it certainly simplified the problem of supplying farm-paper copy. All that was necessary was to take the regular advertisement for the Whoozit

magazine, strike off as many electros as there were farm papers on the schedule and the job was done.

The pendulum is swinging—as pendulums have a way of doing. A number of alert advertisers are realizing that a made-to-order audience can best be reached with custom-built copy. They are sitting down with the farmer and talking with him in his own language. Talking *with* him, not *to* or *at* him.

A remarkable example is that of the National Refining Company, advertising En-ar-co motor oil. The copy writer in preparing an advertisement for a farm-paper circulating in the corn belt remembered that these farmers are familiar with the corn borer. For illustration he showed animated figures inside an engine cylinder, pounding and digging at the walls. Alongside of this was an ear of corn partly destroyed by borers. The heading and copy lead read:

## JUST LIKE THE CORN BORER

The sly little devils of destruction—heat, pressure, vibration and friction—are tirelessly working away to make junk of your motor. Like the corn borer, unseen but deadly.

Only the best of lubricating oils such as En-ar-co can render them harmless.

Manufacturers of motor oils have quite generally adopted the farm

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## Greetings, Groucho, Try This on Boss

**A**FTER reading about the grief you go through in your outfit, I'm gladder than ever that I've only one set of executives to satisfy. With a bunch of Philistines like you have to buck I'd be cutting out paper dolls in a week. What do you have to do to get a schedule okeh'd? Break down and cry? Here's a tip, Groucho; when you recommend the Southern California list, arm yourself with A. B. C. statements and pick the largest morning and Sunday paper in the field. These Southern Californians are no dodos and if you don't think they know their handbills you're ca-ra-zy. You can cover this field, or a good portion of it, without using The Examiner, but you'll pay just two and a half times as much for the privilege. Honest to Obediah this is the straight goods. You can buy every single daily in every town of over 10,000 in Southern California, pay 250% more for them and you'll still be about 50,000 short of The Sunday Examiner. If your bunch has an account or two distributing in this field, you could do worse than to drop me a line for more dope. We have a new breakdown that's a pip.

P. S.—Tell Biddle Los Angeles is the focal point for the fourth market in the country. I'll bet the old boy faints.

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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She has so many  
things that city  
children miss

*The Author Considers This Cream of Wheat Illustration and the Text Which Accompanied It Excellent Farm-Paper Advertising*

flavor in their farm-paper advertising. Illustrations show farm uses, and text emphasizes the utility of the lubricants for machines other than the automobile.

The Maytag Company put an interesting farm angle in its advertisement, "Change Places with Your Husband Next Washday." This is a basic argument in the washing machine industry, but the Maytag gave it a new twist. The illustration showed the husband scowling as he hung out the clothes, while the wife gleefully operated the tractor. The introductory text was: "If your husband did the washing he would insist on having a new Maytag for the same reason that he buys power machinery for his field work."

The American Telephone and Telegraph Company, in advertising its service to farmers uses farm illustrations and writes the text from the farm angle. One advertisement of the series described how a truck farmer before going to town with his produce saved time by telephoning to customers for orders.

Another good example is that of the Wisconsin Telephone Company, which shows a barn burning with text pointing out the necessity of the farmer having means of quick communication.

Radio has been successfully sold to farmers on the basis of its dollar-and-cents utility in securing quick quotations on livestock. The farmer might have bought radio for the entertainment, the same as others do, but the additional profit point, based on the farm angle, made the sale much easier.

Sisalkraft, according to the maker's slogan, is "more than a building paper." This was demonstrated by a farm-paper advertisement that said nothing about its use in buildings. The copy showed how Sisalkraft could be used in storing grain on the ground.

Here's the definite, specific reason General Motors gives the farmer for buying a truck: "Now crops are maturing fast. And, with trains to meet, wheat and perishable produce to transport, markets to attend and equipment to haul, you are feeling your greatest need for a good, dependable truck."

A leaf from the farmer's own book was taken by the Caterpillar Tractor Company in a recent advertisement. It showed a Caterpillar tractor and a prize-winning Holstein standing side by side. The heading consisted of just one word, "Purebreds." Mark that this copy writer knew his agriculture. He did not fall into the fairly com-





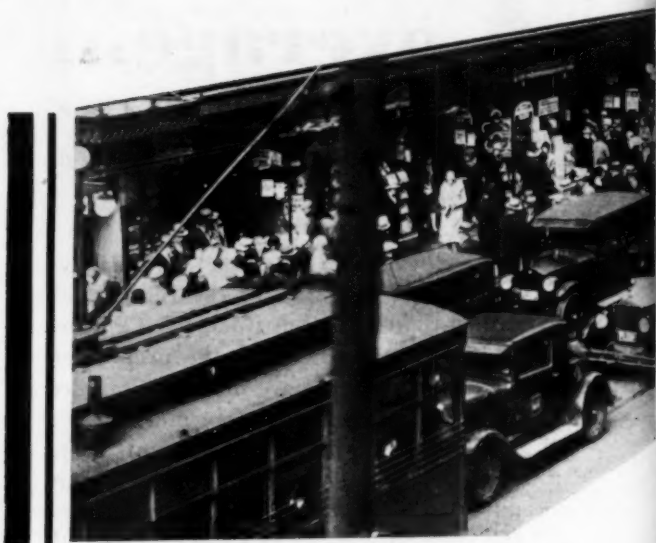
# Coverage▲▲▲ with capital "Qs"

▲▲▲ Quality coverage, advertisingly speaking, is a matter of the Bank Book rather than the Blue Book. . . . Here in San Francisco, where the preponderance of the people are modernly-minded and open-pursed, there are more than a half-billion dollars to be spent every year. . . . Quantity coverage, again advertisingly speaking, is the reaching of the greatest number of these dollars with a medium to which the potential spenders are receptive. . . . In San Francisco, the big all-day Sunday Examiner and the front doors of 19 out of every 20 homes meet fifty-two times a year. ▲▲▲▲▲

## San Francisco EXAMINER

The Paper the Moderns Prefer





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**T**HE Retail Merchants Association of Des Moines wanted to know, so it conducted a painstaking traffic survey in June, checking all incoming highways. As an Iowa motor car license identifies the county in which the car is registered, the check gave an accurate picture.

373,380 persons from out of Polk county motored to Des Moines in one month, equivalent to the population of Kansas City, Missouri.

49% came from points over 50 miles away—51% from within 50 miles.

Compared with a similar survey of a year ago, the number of incoming motorists increased 14%.

Highways which had been paved in the past year showed 32% increase in Des Moines bound motorists.

Early this fall, one thousand miles of additional concrete highways in Iowa will be open for use. Iowa now has more miles of concrete paving on its state system than any other state west of the Mississippi. Most of these roads lead into Des Moines.

*Des Moines is the key to the Iowa market*

es **Register and Tribune**

*Iowa's Key Newspaper—Over 240,000 Daily*



Edward A. Wilson illustrates the article that Mr. Filene wrote for the September issue of THE ROTARIAN.

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mon urban error of saying "thoroughbreds," a term that usually applies only to horses. The copy read in part:

With pedigreed performance as his chief basis of value, with stamina, looks and year-round utility in mind, the careful breeder can choose a Caterpillar track-type tractor and be as proud of it as of a champion animal. For he's getting a loyal, stout-hearted creature of known lineage.

He'll have a tractor that earns the kind of care that purebreds get, for it's natural for men to give extra attention to a winner.

Another good example is the Cream of Wheat farm-paper advertising. Recent copy shows a sturdy little farm girl holding reins in her chubby hands. The heading is: "She has so many things that city children miss—yet there's one simple care she should not be without." The text leads right from farm environment direct to the product that is being sold. These are the words:

Animals aren't just story book pictures to her. She knows them all, first hand. She has the whole farm for her back yard, instead of the cramped quarters of a city street. Sun and fresh air, too.

Yet even that is not enough. With all the advantages that country children have, there's one thing that must not be neglected. Parents must take seriously the question of diet, from babyhood all through the school years.

The Celotex Company might have reasoned that the farmer wants a comfortable home the same as the city man, and given him the regular urban copy. Instead, this advertiser went right after farm trade with the heading: "More eggs, more milk through the cold winter months when buildings are insulated with Celotex." The copy waded right into the subject of drafty barns in winter weather and how they lessen milk production.

George, the Lava Soap Man, doesn't speak of ordinary dirt. He knows the farmer, as can be seen by this piece of copy:

Driving through Jackson County last week I saw a farmer and his son out by the barn grinding valves on the family car.

"Pardon me, gentlemen," said I, "I'm a hand expert. If you can spare a minute I'd like to tell you how men who do jobs like that can get their hands clean in a hurry,

without making them rough and sore."

From these examples it will be seen that there is a distinct vocational motif in farm life and thinking. A sales message that touches this chord naturally without forcing and without patronizing, should have an added probability of being successful in the keen and constant competition for the farm family's attention.

But be sure the agricultural references are accurate. An error at the best amuses the farmer and takes his mind off the essence of the message. At the worst it leaves him doubtful of the entire advertisement.

Yes, the farmer is different. He is "people," but his requirements are not the same as those of the citizen in the city.

### New York State Publishers Meet

The annual summer meeting of the New York State Publishers' Association was held at Cooperstown, N. Y., on September 5 and 6. An informal banquet was held the first night. The business session the next morning was followed by a golf tournament in the afternoon and an official banquet that night.

The morning business session included a round table discussion of newspaper problems and practices. Professor H. B. Rathbone, of the department of journalism of New York University, spoke on news and editorial policies. W. O. Dapping, chairman of a special committee appointed to investigate the needs of the Empire State School of Printing, Ithaca, N. Y., presented plans for the expansion of that school. The plans were accepted and turned over to an executive committee to be put into action. J. B. Pinkham, of Syracuse, executive secretary of the association, headed a discussion on the labor situation in the State.

At the closing banquet the members and their guests were addressed by Walter B. Cherry, of Syracuse, who spoke on the present business depression, and Paul Fenimore Cooper, great grandson of the novelist, who spoke on the local history of Cooperstown. Jerome D. Barnum, Syracuse *Post-Standard*, president of the association, presided over the meeting.

### Harper Leech Joins Guenther-Law

Harper Leech, at one time with the Chicago office of Albert Frank & Company, advertising agency, has joined the office at that city of Rudolph Guenther-Russell Law, Inc., as vice-president. He was formerly associated with the Scripps-Howard Newspapers in executive editorial capacities.

# "Merry-Go-Round" Art Compositions

Layouts in Which Typography and Illustration Enter into a Twentieth Century Spiral of Action

By W. Livingston Larned

THERE is something at once cheerful and agreeable in the "merry-go-round" physical tempo of some advertisements. They may be just a little irresponsible as to composition, defying, with all the joy of youth, certain solemn edicts which have come to be traditions, but a public keyed to accept this spirit in almost everything is obviously pleased. The eyes are, certainly.

The type of display I have in mind employs action in every square inch of space. There is no compromise. From the top to the very signature at the bottom, they throb with motion, due to the manner in which the artist has deliberately planned his siege against the conventional.

This does not necessarily mean modernistic art. There may be no trace of any fad or foible of a restless age and its studio adventuring. Rather, by sheer force of dynamic composition, the entire ensemble vibrates with unaccustomed action.

There is no mistaking this school of advertising design; these displays certainly arrest your attention in an entirely new way. On the printed page, they fairly dance. You are instantly conscious of an accelerated tempo.

And in order to arrive at results of this character, the artist must go the

entire way. If 50 per cent of the layout incorporates action, and the remainder adheres to tame standards of composition, the structure is weak. For one, formal, unbending block of text or an illustration boxed in to the point where it fails to enter into the spirit of the other units, will throw the action switch and derail a speeding visual express.

You can take a square halftone and surround it with numerous kinds of speed lines and action devices, but the advertisement, as a whole, will fall far short of the idea which inspires this article.

A visualizer friend makes this interesting comparison: "Some advertising compositions, seeking a sweeping flow of movement, join two opposing forces—arrangements which are inherently formal and those which have natural speed. It reminds me of a good dancer on the floor with a poor one."

Quite true. It will be found that in every layout boasting 100 per cent action, the entire fabric of the space is inspired by movement. Type and headlines are as much a factor as the art details. If there is a mortise, then the mortise also is characterized by the suggestion of speed and would register the idea were it entirely detached from the other factors.



Every Item within This Advertisement Contributes Something to a Concerted Sense of Movement



Somewhere in the minds of a great many thoughtful, substantial people there is either a latent or active interest in the production of things that grow from the soil.

Many already enjoy the ownership of a large or small farm. They are doing what they want to do in the way they want to do it. Many others who long for a life in the country today will be enjoyably operating a place of their own tomorrow.

## Farm and Garden Magazine

is particularly interesting to these people because it deals with the growing of things under ideal conditions—Southern California.

Farm and Garden Magazine is one of the most generally-read features of the Los Angeles Times. Sunday by Sunday it sets forth in story and picture the varied agricultural news of this great region. It is one of the exclusive reader-attractions of the Times, and tells an outdoor-loving people about the outdoors that they love.

# Los Angeles Times

*Eastern Representative:* Williams, Lawrence & Croemer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. *Pacific Coast Representative:* R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.



It is one thing to introduce action into a composition as one of the ingredients, and quite another to create an advertisement which is *all action*.

Artists find it exceedingly difficult to design a campaign without employing schemes of arrangement which have long been "standard equipment." This may mean the placing of an illustration, the position of the text, the spotting of the headline, and dozens of other important considerations familiar to all builders of advertising.

They unconsciously fall back upon what has been done before. No campaign should be started until current copy is examined in many mediums. See what others are doing and what has been done. This is one way to escape unconscious plagiarism, incidentally; a fault all too common today.

In every twenty-five advertisements, there will be one outstanding example of what action in layout actually means and the significance of a species of helter-skelter, on w a r d-sweeping tumult, in which type and illustration rather gaily join for a common objective.

That such advertisements are vastly more compelling than other is perfectly true. Attracting attention comes before concentration on the message. Every printer realizes that there is such a thing as a physical interest which arouses the desire to dig deeper.

Exactly the same story and pictures, arranged in one way, will produce a dull job, but their composition, paper stock and other

elements may lure the eye and stimulate the imagination in another.

"Window dressing" is one of the essential needs of all advertising. There are elements which must be arranged with scientific knowledge for catching the eye.

To create a very lively action picture, and to embed it in typography, headline and name plate, does not go the entire distance, by any means, although it helps, naturally. If assayed by an expert, an advertisement of this description would be 50 per cent, or less "alive" in the sense suggested here.

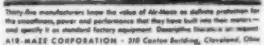
A specific example may more clearly indicate this theory and the way it operates.

A White Rock double-column, full depth of magazine page advertisement belongs to the 100 per cent action school. Examine it as you will, every item within the space contributes something to a concerted sense of movement.

The actual parts of the display are comparatively simple—a bottle, two glasses containing ice, a headline and a very limited amount of hand-lettered text.

In the first place, the lettering in its entirety is composed in a series of sweeping circles. They have the curved grace and movement of a rainbow. At the same identical slant at which the text is composed, the bottle and glasses have been fitted into the layout—that is, at a pronounced angle, as compared with the side lines and column rules:

This tilting of the bottle injects action into the main pictorial in-



**Merry-Go-Round Advertisements  
Arrest Your Attention in an  
Entirely New Way—You Are  
Instantly Conscious of an Ac-  
celerated Tempo**

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## "Our Ambition . . . and Its Realization"

by William R. Hearst, Jr.

President of the New York American

For the last year or so we have been trying to build a new New York American—a paper that changes as the city and the thoughts and habits and attitude of New Yorkers change. We aim to publish a paper which every day is as modern as New York itself—which always is accurately in tune with the tempo of New York. In a great measure, I think we have succeeded in doing this—and in giving New Yorkers the kind of newspaper they want. During the latest circulation period, the New York American's circulation increase was greater than that of any other morning or evening New York newspaper. This is encouraging to all of us. It should mean something to you.

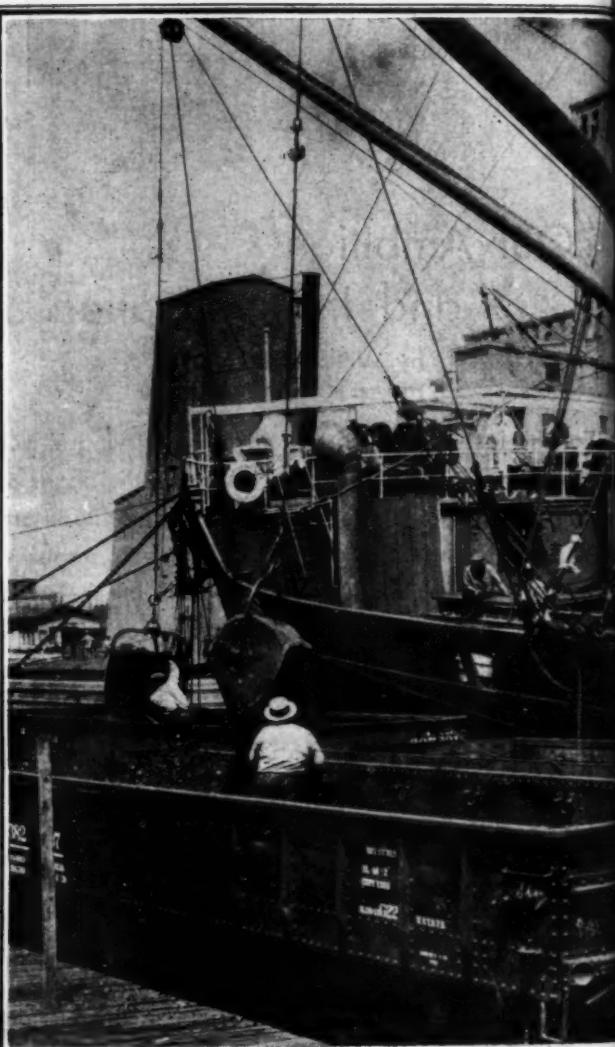
THE

# NEW YORK AMERICAN

**PUT YOUR MESSAGE BEFORE THE MODERNS**



# Increasing Variety of ports



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# of ports Out of Baltimore

**C**OMMODITIES ranging from airplanes to whisk brooms, butter to ice-cream cones, bathtubs to cosmetics, are among the more than 400 products now being sold to foreign buyers by 361 Baltimore firms.

The new Directory of Baltimore Exporters, just out, shows a marked increase in Baltimore-made products which go overseas. Fifty-one firms were added to the roster of local exporters in 1929. The list is constantly growing.

Baltimore is showing above-average business activity. And The Sunpapers reflect this in their steadily increasing circulation.

**THE SUNPAPERS in August**  
**Daily (M & E) 297,220**

**5,750 Gain Over Aug., 1929**

**THE**  
MORNING

  
EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD, INC.  
Bowery Bank Bldg., 110 E. 42nd  
St., New York.

C. GEORGE KROGNES  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN, INC.  
369 Michigan Ave., Chicago  
JOSEPH E. SCOLARO  
General Motors Bldg., Detroit  
A. D. GRANT  
Constitution Bldg., Atlanta, Ga.

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L1M1

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131200

~~7500~~  
~~1490~~ POPULATION~  
*Typical of the Northwest!*



AITKIN, MINNESOTA  
The County Seat of Aitkin County

**A**ITKIN, MINN. has only 1,490 inhabitants. But it is the principal trading center of 11,229 farm people living within the county. The merchants here are an outlet for at least 7,500 consumers—more than five times as many as live in the town itself.

Actually, the leading residential district is comprised of the farm homes on the rural routes out of the town.

Eighty-eight and seven-tenths per cent of the Northwestern farm people do their shopping in trading centers like Aitkin, of 2,500 population or less.

There are 1,610,000 farm people in the Northwest—343,738 farm homes—more homes than in all the towns and cities combined.

THE FARMER, with a circulation of 275,000, is the primary advertising medium in the largest residential district (farm) of the Northwest.

**THE FARMER**  
*and*  
**Farm Stock & Home**

Saint Paul, Minnesota

New York—Wallace C. Richardson, Inc., 250 Park Avenue  
Chicago—Standard Farm Papers, Inc., Daily News Building

Member Standard  Farm Paper Unit

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sometimes spectacular, through every display, although employing material of a commonplace character, as such matters go.

The headlines are given a sweep.

The illustrations, generally of motor cars in miniature, race along at the same angles.

A sizable reproduction of a valve is tilted sufficiently to suggest action.

Hand-lettering is drawn to produce a semblance of motion to fit the specific headline idea.

The signature is hand-lettered in an action style.

And in a fair proportion of the compositions, text blocks are placed at sharp action angles. When the text is placed "straight across" then the artist introduces his action in another, equally efficacious manner, as when tiny line drawings of motor cars, no higher than the type, are wedged in between breaks in the reading matter.

The public is attracted to action in dialog, in drama, in music, in motion pictures. It is just as likely to favor action in advertising composition. Surely, there can be no possible argument against it.

## What Groucho Says

Sometimes a Man with an Up-to-Date Rep Really Is Up to Date

ARTISTS and art directors make me sore, that is, sometimes. We've got a feller by name of Young. Somebody said he was the most modern modernist in advertising and Boss hired him.

Say, what that gink has done to us is good and plenty! Boss said: "Come to me for a while at first, Mr. Young, when you find anything you don't like."

Young spotted the Eli Snubber layouts, some smirking young females being *not jounced* on a rough road—regular old-fashioned she-smiles-because-she-likes-it type of stuff—1886, you know. Dunno as you could blame Young for spitting out: "Didn't believe any agency in the world was primitive enough to recommend such stuff. My gosh, Mr. Boss, it's awful," and then sputter, sputter.

Course Young didn't know this stuff was Boss's pet, inspired and dictated by our worthy chief himself. Boss took it, never let on that the only reason it was done was that he commanded it done, ordered it changed, took a nice loss on art costs and all that, lost the respect of Gent. Treas. for a full week.

Then Young got after my stuff for Kaster. Said it was very crude. "A bit balmy," he called it. I raised heck and fought for it.

"Here's where I'm going to crush this gink," says I. Took him out to lunch to show him up, how shallow

he was, see? Thought I knew the Corcoran Art Gallery.

But, say, he showed me what's what in that gallery, the Uffizi, the Luxembourg. He *knows* 'em and all the rest. Score nit for Groucho, showin' him up on art collections.

Then I tackle him on Bill Shakespeare, find him the same kind of a nut I am, only more so. I take a cold plunge into philosophy, come up sputtering and find him swimming about fifteen strokes ahead of me.

Architecture? He eats it. There are a few buildings I like. He let me keep a couple of my likes and murdered the rest and I knew blamed well he was right.

Pedant? Not on your life. He did it all like a real gent who knows. Sweet and lovely conversation, but Groucho gave him no licking. He was nothing for me to lick.

King had the same kind of run in with him and tried to show how much more baseball and crowd psychology he knew. King has read both books on mob psychology, but it seems psychology is just illuminated good sense to Young, and King had always thought of it as a kinda Mosaic Law. He soon had King with the blinkers on. Baseball? King knows a few records. Young knows all that and the anatomy of every star since baseball was born.

Well, this bird started out to



# 4 questions

## about Cleveland papers (and their answers)

### *How can I reach the greatest number of Cleveland families?*

The Emerson B. Knight study of Greater Cleveland shows that The News and the other evening paper reach over 90 per cent of all newspaper-reading families at the lowest rate combination.

### *How effectively are they reached?*

Knight findings prove that 81.2 per cent of Cleveland's families read evening papers more thoroughly than morning. Over 78 per cent of readers preferred evening papers for news content; over 80 per cent for advertising information.

### *What type are they?*

Evening papers reach over 83 per cent of families whose annual expenditures exceed \$4,900; 90 per cent of those exceeding \$2,400, and 92 per cent of all families whose average expenditures are below the \$2,400 yearly average.

### *Where do they live?*

Evening papers provide coverage of 90 per cent or more in 15 of Greater Cleveland's 21 Knight districts; 80 to 90 per cent coverage in 5 of the remaining 6 districts.

*Have a News man show you Certified Facts that prove that Cleveland is a two-paper evening-paper market.*

## THE CLEVELAND NEWS

GEO. A. McDEVITT CO.  
National Representatives



show that we were mostly very wet in our art. He had hard sledding. Hadn't Wonder Shoe made a 30 per cent gain on our old stuff and all that? His stock was about a nickel to a plunk for a few months after he came.

I asked him how come he was so sure. He said he wasn't sure at all—except of one thing. "People like better things than we think they do, and six out of eight advertisers will do better with better art"—and a lot more that was mostly chapter and verse, six of the verses being my own clients.

Boss came around one day, looking sort of scared, eyes almost popping out. "Groucho," says he, "I've made a discovery. This man Young is a great art director, and great snakes, I nearly fired him. He's got good sense, good taste and say, he knows more about mountain streams than I do."

And that's the way we blunder along. Young had been in three agency jobs before we got him. They all thought he was a green lime. So did we. We were too lazy to fire him when we knew he was bum, so we dilly-dallied along and found we'd drawn a prize package of an art man. You know the crowd always thinks anybody different must be wrong. Sometimes a man with an up-to-date rep really is up to date.

Only fellow he hasn't sold is Gent. Treas. Not a chance, either. Gets too much pay, and Gent. Treas. wants moonbeams to come straight from the moon, and likes a woman in a picture to look her full 146 pounds.

You ask what's the use of all his miscellaneous dope, mob psychology, Shakespeare, baseball and all that? Don't always follow that the guy who knows things can do things, but in these days I'm betting my little pile on the man who understands people. To do that he's got to understand other things. This guy Young put a lotta crimps into me, but one or two of my clients think mebbe Groucho and the old house are waking up a little after all. Mebbe Gent. Treas. will appreciate that in time.

GROUCHO.

## E. B. Stahlman Will Filed for Probate

According to the will of E. B. Stahlman, late owner and publisher of the Nashville, Tenn., *Banner*, filed for probate at Nashville, stock in the company publishing the *Banner* may not be sold or otherwise disposed of except as a whole and only by unanimous consent of the five trustees to whom he entrusted the paper.

The will directs the trustees to continue to conduct the paper according to the policies and principles set out for it during Mr. Stahlman's life.

The trustees named are Frank Stahlman, a son, Mrs. Sarah S. Stahlman, the widow, Joseph A. Gray, secretary of the *Banner* Publishing Company and of the Mecklenburg Real Estate Company, James G. Stahlman, a grandson, executive director of the *Banner*, and Thomas W. Schlater, Jr., counsel of the *Banner*.

## Visigraphic Pictures Advances F. F. Stevenson

Frederick F. Stevenson, a member of the directorate of Visigraphic Pictures, Inc., New York, has been appointed executive vice-president of that organization. Before joining the Visigraphic company he was advertising director of the Spool Cotton Company, New York, and, at one time, was with the McLain-Simpers Organization, Philadelphia advertising agency.

## Moirs, Ltd., Plans Campaigns

Moirs, Ltd., Halifax, N. S., has started an advertising campaign on the XXX candy bar, using newspapers throughout Canada. This company will release a campaign on October 15, announcing its 100th anniversary. During the latter part of the fall and winter, a campaign will be run featuring the leading Moirs boxes. Cockfield, Brown & Company, Ltd., is handling this advertising.

## Appoint Dunham, Younggreen, Lesan

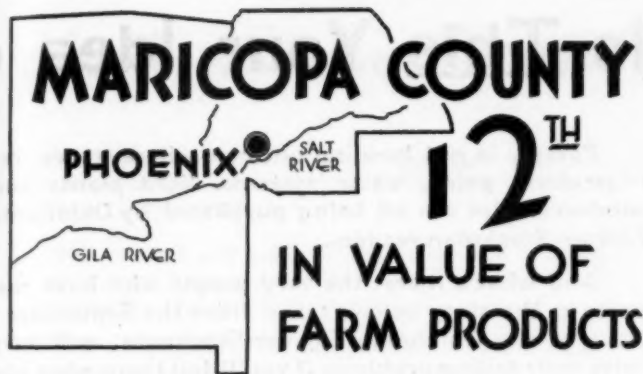
The Sterling Engineering Company, manufacturer of steam specialties, and United Investment Shares, Inc., both of Milwaukee, have appointed The Dunham, Younggreen, Lesan Company, Chicago advertising agency, to direct their advertising accounts.

## Pump Account to O. S. Tyson Agency

The Lecourtenay Company, Newark, N. J., manufacturer of centrifugal pumps, has placed its advertising account with O. S. Tyson and Company, Inc., New York advertising agency.

## Joins Friedman Agency

Miss Frances C. Reich, formerly with James McCreery & Company, New York department store, as a copy writer, has joined Leon A. Friedman, advertising agency of that city, in a similar capacity.



IN all the United States—the grain sections of the Middle West, the citrus groves of the far West and South-eastern states, the fruit-growing sections of the Northwest and Eastern states, and the dairying sections distributed over the nation, only eleven counties can boast of a larger value of agricultural products than Maricopa County, Arizona.

Phoenix, the county seat of Maricopa County and the state capital, is the metropolitan source of economic needs and the common buying center. Buying power of the Phoenix market, imbedded in a region of constant, adequate and growing buying funds offers the advertiser a concentrated wealthy market. One that can be completely sold at one advertising cost, through one medium—The Arizona Republican.

88% of the newspaper reading families in the Phoenix trade area read The Arizona Republican.

»THE«  
**ARIZONA REPUBLICAN**  
P H O E N I X

**Williams, Lawrence & Cresmer Co.**  
New York... 285 Madison Ave.  
Chicago... 360 N. Michigan Ave.

**KOTAR**  
INCREASINGLY  
IMPORTANT  
IN  
**ARIZONA**

**M. C. Mogensen & Co., Inc.**  
San Francisco... 564 Market St.  
Los Angeles... 433 S. Spring St.  
Seattle... 603 Stewart St.  
Portland... 69 Broadway

# Is This Your Idea of V

Poverty is not howling out here where stoves, refrigerators, paint, water systems, light plants and window shades are all being purchased by Oklahoma Farmer-Stockman readers.

And what's more, the very people who have real parts in the story below, taken from the September 1 issue of the Oklahoma Farmer-Stockman, will help solve your selling problems if you'll tell them what you have to sell, how it works and what it looks like — through their own farm paper:

"If anyone doubts that Oklahoma farm folks are improving their homes they have only to read the report of Mrs. D. W. (—), captain of the kitchen improvement work of the (—) county federation of farm women's clubs. In a report of improvements made by 174 women, in six months since January 1, Mrs. (—) said:

"Although the plans for the season are not yet completed, 127 women have rearranged their kitchens according to modern ideas of convenience; 19 have installed water systems, 14 have installed sewage disposal plants and 27 have built new sinks.

"Two complete new homes have been built, 3 new kitchens built and 1 remodeled, 2 new pantries, and 2 closets have been built and 10 storage rooms made, 17 new windows let more light into 17 kitchens, 42 new screens were added, 87 repaired and 2 porches completely screened.

"The woodwork was painted in 49 kitchens, the walls papered in 76, painted in 22 and otherwise improved in 11. The floors of 25 kitchens were painted, 1 was varnished, 7 covered with new linoleum and 2 with floor oilcloth.

"New built-in cabinets were placed in 11 kitchens, 1 new cabinet was bought and 7 homemade ones installed. The furniture in 50 kitchens was painted, 3 new breakfast

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tables with chairs and 15 kitchen stools were purchased, 2 tables were remodeled, 1 was made from a bedstead and 1 supply table was made.

"New curtains were made for 106 windows and 13 sets of new dishes, 6 sets of silverware and innumerable other articles for table use were purchased.

"New cooking stoves included 1 electric, 5 coaloil, 4 gasoline, 4 compressed natural gas, 2 wood and coal and 3, kind not given, in individual report. New lighting included 14 electric, 10 carbide, 8 gas and 2 compressed natural gas systems besides 12 pressure gasoline lamps and 4 new kerosene lamps.

"Laundry work is made easier with 1 electric, 12 gasoline and 4 hand-power washing machines and 21 gasoline and 2 electric irons.

"Altogether, 13 refrigerators were installed and for the dairy 2 new separators and 2 new churns were purchased."

"We wish space would permit our telling you of the hundreds of articles ranging from pressure cookers and electric bread mixers to paring knives and lemon squeezers that have been added to these 174 (—) county kitchens this year, but you will have to use your imagination for the rest."

You, too, can sell your product to this large audience by placing your message before them in the Oklahoma Farmer-Stockman.

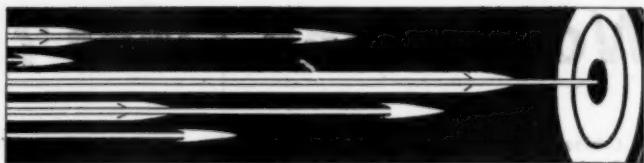
200,447 A.B.C. Circulation

**The OKLAHOMA  
FARMER-STOCKMAN**

THE OKLAHOMA PUBLISHING COMPANY

The DAILY OKLAHOMAN-WKY. OKLAHOMA CITY TIMES

National Representative: E. Katz Special Advertising Agency



## Aim Your Sales Message at This "Spot Cash Market"

Make every shot count by advertising in "La Prensa"—South America's greatest newspaper—because it centers your sales message upon people who have the money to buy what you sell.

These people include practically the entire merchant class of Buenos Aires—men and women who live in the city, who are not dependent upon agriculture, who are the present-day backbone of Argentina's national life and prosperity. So closely has "La Prensa" woven itself into the fabric of their lives that they are

dubbed "Los Prensistas" on the streets of Buenos Aires.

For over sixty years "La Prensa" has been standard in their homes. It has more circulation in Buenos Aires than has its competitor in the entire republic. Out of every 5 people who read any morning newspaper, 3 are "Prensistas".

In these days of conservation, when every line of advertising space must do a full selling job, it is imperative that your message be seen by the greatest number of able-to-buy prospects.

"La Prensa" hits the bull's eye!

## LA PRENSA

*of Buenos Aires*

"South America's Greatest Newspaper"

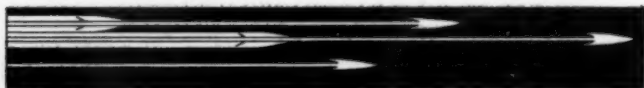
JOSHUA B. POWERS, INC., International Publishers' Representatives  
250 Park Avenue, New York

LONDON

PARIS

BERLIN

BUENOS AIRES



# Ohio Brass Reduces Accidents and Waste by Plant Campaign

Home-Made Exhibition Boards Found to Be Effective in Accident Prevention

A REMARKABLE record in reducing industrial accidents almost to the point of elimination has been attained by the Ohio Brass Co., Mansfield, Ohio. This has been accomplished by arousing the interest of the rank and file of workers in accident prevention.

Results indicate that the desired goal in accident prevention cannot be reached without the hearty co-operation of employees. Another outstanding feature of the management of this plant is the organized efforts that are being conducted to eliminate waste, which also are bringing good results.

Previous to 1927, the company limited its safety work to mechanical requirements, giving no attention to education work along safety lines. It safeguarded its machinery in conformity with the State law, and in some cases protected workers to a greater extent than the law required. In 1926 the company had 279 lost-time accidents, of which seventy-nine resulted in a loss of more than one week to the injured employees.

During 1927 the safety problem was put up to the foremen. While responsibility for preventing accidents was placed on the foremen's shoulders, they were not given any direct help in this direction by the management. However, with a certain amount of interest aroused among the foremen, lost-time accidents were reduced in 1927 to 156, of which forty-five resulted in more than one week of lay-off.

Reprinted with permission from the September 4, 1930 issue of *The Iron Age*.

In 1928 the management extended its accident prevention activities to educational work among its men and reduced its lost-time accidents to twenty, of which eleven of the injured employees were incapacitated for more than one week.



*The Exhibition Board, Made Right in the Factory, Helped Reduce Waste*

Going a few steps farther in 1929, the company effected a safety work organization covering the entire plant and succeeded in reducing its accidents 50 per cent from the year before. During 1929 it had ten lost-time accidents, six of which kept employees away from work for more than one week.

Under the operation of this plan, the record for the first six months of this year indicates that there will be a further reduction of accidents this year. During the six months' period of 1930 there were three lost-time accidents, all for more than one week. Two of the injured had previous accidents and

were guilty of contributory negligence.

The plant employees in the conduct of the safety work are divided into three groups and the activities are conducted largely through these group organizations. The plant has thirty-one departments and these are so grouped that the three groups are of nearly equal size numerically.

The guiding body in the safety organization is a general safety committee of four, of which a member of the staff of the director of personnel is chairman, the other three being general foremen, one of whom serves as supervisor for each group, or as team chairman. The group chairman is appointed by the director of personnel. Each group chairman has a safety committee in each department in his group that works with the department foreman. The size of these department committees depends on the number of employees in the department, a committee consisting of about 10 per cent of the employees of the department.

#### **Monthly Group Meetings Under Group Chairmen**

When the safety organization was first effected, three group meetings were held, during which the director of personnel explained the purpose of the organization and gave talks on the prevention of accidents. Now that the safety organization is functioning smoothly, the monthly group meetings are conducted by the group chairmen. These group meetings are held once a month and are attended by all the workers in the group. All safety meetings are held during working hours.

The general safety committee of four meets once a week. At these meetings a list of every accident that occurred during the week is reviewed and later each group chairman checks back on the accidents in his group with the foreman of the department in which the accident occurred and with the employee injured, regardless of how slight the accident may have been. This is done on the theory that the difference between a major and a

minor accident is only one of degree and that there might have been as much carelessness involved in a minor accident as in one that resulted in the more serious injury.

The general committee also makes a complete inspection of the plant once a month, being accompanied through each department by the foreman of that department. Each departmental committee also holds a meeting once a month to review its record for the month and receive any information that the group supervisor may have to offer.

In order to maintain the greatest amount of interest in safety work three foremen serve as group supervisors for only one year. The next year they become group chairmen of the committee on waste. By replacing one set with three other foremen after a year's service, there is an increase each year in the number of foremen who have served as group chairmen, have developed an interest in safety work, are familiar with safety rules and are inclined to offer the heartiest co-operation to their successors. The general chairman holds over from year to year.

Under the plan, a safety organization that the management regards as highly efficient has been set up without the additional expense of having a safety director and perhaps assistants that would devote all their time to safety work.

The three group chairmen are sent each year to the meeting of the National Safety Council at the company's expense and the forty or more members of the department committees are sent to the annual safety congress held under the auspices of the Ohio Industrial Commission.

Various methods are followed to maintain interest among the men in safety work. Attractive safety posters made in the plant are displayed here and there and, because these in their design always have local color, they are regarded as much more appealing than standardized safety posters, although a few of the latter are used.

A safety board is located at each

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# Something has happened in Pittsburgh

And again in August, the Sun-Telegraph **gained 30,453** lines of local display advertising; the other evening-Sunday paper **lost 147,978** lines; the morning paper **lost 50,088** lines. For the first eight months of 1930, the Sun-Telegraph has **gained 1,503,470** lines of local display or 24.4% more than its local linage for the first eight months of 1929. During the same eight-month period, the other evening-Sunday paper **lost 1,507,624** lines or 17.14%; the morning paper **lost 363,433** lines or 12.6%.

Figures by Media Records, Inc., and exclude linage in the "Stuffer Section" distributed to only a small portion of the circulation of the other evening-Sunday paper.

Times Have Changed in Pittsburgh

## THE SUN-TELEGRAPH

Represented Nationally by Paul Block, Inc.

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of the two main entrances. On these lights are displayed for every day of the month—a white light denoting no accidents for the day and a red light accidents. Red and white lights also show the standing of each group or team for the month and year. In addition each department is listed with the number of days that it has operated without an accident since January 17, 1928, when the plan was put into effect. This chart shows that a number of departments have not had an accident since that date.

This display of accident records tends to maintain interest in the work and to arouse rivalry between groups and departments. The spirit of rivalry is also fostered by the award each year of a silver cup as a safety trophy to the one of the three groups that has had the fewest accidents during the year.

Located in the center of each department above the main aisle is a flashlight that flashes as a bright star in a suspended metal mounting that bears the words, "Safety Pays."

The waste elimination activities include educational work under the direction of the group committee that served the previous year as a safety committee and headed by a member of the staff of the manufacturing superintendent. Standing in a conspicuous position in each department is a display board, attractive in appearance, that visually presents a message of waste elimination.

Many of the boards bear the slogan, "Stop Waste—Increase Prosperity." Each department designed and built its own waste elimination board, and a prize cup was awarded to the department having the most attractive and appealing board. Attached to the boards are displays of broken small tools, parts and supplies, and adjoining are figures which show graphically the loss caused by the breaking of tools, the breaking of parts in handling, the upkeep of machinery and other items that can be included in factory waste.

The educational training of the men in waste elimination, which is a part of the waste elimination

program, includes explanations to the employees regarding the requirements of production and why parts, sometimes seemingly satisfactory, have to be rejected.

As evidence that this campaign, which was started January 1, 1929, is bringing good results, the molding loss in the brass foundry due to rejected castings was reduced from 4.07 per cent in 1928 to 2.3 per cent last year. Deliveries from the factory to the warehouse in 1929 increased 17 per cent from 1928, but the actual operating factory expense or overhead was \$65,000 less last year than during the previous year. Included in these expenses were small tools and other supplies, repairs to machinery and equipment and non-productive labor. While an analysis of the reduction in overhead has not been made, the management is satisfied that the saving is due largely to the elimination of waste.

### *Two Sets of Rules*

Two sets of rules, one for the foremen and the other for the workmen, designating their duties from a waste elimination viewpoint, have been established by the waste committee.

As an incentive to the men, a president's cup was awarded last year to the departments making the best records for efficiency in waste elimination and in operation. This cup went to three departments, the first, second and third winners. Permanent possession of the cup will be given to the department that wins it twice in succession, and in that event a new cup will be offered as a prize. The cost department records will be used this year to determine the successful contestant for the cup, which will go to the department showing the greatest efficiency in operations as indicated by these records.

A feature of the company's system of management is the keeping of the record of each employee on service cards that are made out every six months by the foreman. While this is separate from the waste elimination work, the same qualities are listed as essential for a successful worker as are specified



# SHE

delights in making the hundred and one purchases of a fond mother for her children... clothes... foods... toys... everything possible to make them healthy and happy. She shops for all these in the columns of *The Evening World*... her favorite newspaper for many reasons... including its devotion to the welfare of children.

There are as many such mothers among *Evening World* readers as there are in all Detroit, Fourth City of the Land.

## *The Evening World*

New York's Foundation Newspaper

PULITZER BUILDING, NEW YORK

Tribune Tower  
Chicago

Gen. Motors Bldg.  
Detroit



You are invited  
to an "At Home Party" -  
seven days a week

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AS A NATIONAL ADVERTISER, you want to have your message read *in the home*.

With this in mind we invite you to attend an "at home party" which lasts seven days a week, 365 days a year, and includes entrée into thousands of homes in the rich Boston Trading Area.

You will be introduced by the Boston Globe. Your hosts will be extremely worth-while Boston people who use their newspaper as a buying guide . . . who favor its advertisers . . . who read it *at home*.

Few daily papers can so definitely establish their home strength as can the Boston Globe. Yet strangely enough this proof is based on *Sunday* circulation figures.

A detailed comparison of *daily* circulations in Boston tells little, because evening-paper sales cannot be traced to their destinations. Two papers sell space only on a morning and evening combination basis, thus the circulation statement gives no information regarding the thousands of evening papers bought in corporate Boston each day by *suburban* residents.

On Sunday, however, when every paper is a "home paper," the story is different.

Three papers carry the bulk of advertising in Boston. Each publishes a Sunday edition. One loses 18% of its daily circulation in the Boston Trading Area. Another loses 58%. The third, the Globe, has practically the same circulation on Sunday as it does the remainder of the week.

Here then is a "home paper" seven days a week.

A Household Department established 35 years ago . . . largest volume of local news . . . most department store advertising . . . these are some of the features that make Globe readers "at home" to national advertisers.

Write for a free copy of "Reaching Buying Power in the Boston Market."

THE BOSTON GLOBE

# THE JOURNAL CARRIES

## More

# MEN'S CLOTHING

# ADVERTISING

♦ ♦ THAN ANY OTHER ♦ ♦

# PORTLAND NEWSPAPER

Men are reading it—alongside the latest sports news, across the page from the final baseball score. Men who rely on the Journal for a report of stock and bond sales—*complete the day the sales are made*—are finding, too, the advertising news that makes them conscious of the need of new shirts, smart fall suits, different ties.

Alert, thinking men...thousands of them...are consistent Journal readers. In 3 out of 4 Portland homes you'll find the Journal, the preferred newspaper of Portland men and women—the newspaper that has thousands more daily subscribers in Portland's trading territory than any other newspaper. The Journal leads all Portland papers...with thousands more inches of display advertising.



# THE JOURNAL

Afternoon • Sunday

## PORTLAND, OREGON

Represented nationally by REYNOLDS-FITZGERALD, Inc.  
 2 West 45th St. New York; 203 N. Wabash Ave. Chicago; 58 Sutter St. San Francisco;  
 117 West Ninth St. Los Angeles; 1524 Chestnut St. Philadelphia; 306 Journal Bldg.  
 Portland ————— H. R. Ferriss, 3322 White Bldg., Seattle representative

for a workman from the waste elimination viewpoint. Consequently the purpose of the cards is to indicate whether the man has the same desired qualities that are listed as his duties from a waste elimination standpoint. In addition several questions relating to the man's personal affairs are listed on the service record cards.

The foreman answers the questions regarding the worker's record in the shop with a yes or no. The cards are made out in triplicate, one going to the director of personnel, one to the foreman and the third to the employee. If a "no" appears after the same question twice on a man's card, he is called on the carpet and may be discharged. The foreman is also held responsible and is asked to explain why the man has not improved. Perhaps the man is better fitted for a different class of work and can show a satisfactory record card if transferred to a different department.

The worker knows from his card what his shortcomings are in the eyes of his foreman and has an opportunity to mend his ways. Sometimes the employee objects to the grade given him by a foreman and threshes the matter out with the foreman and director of personnel.

The service cards are used in a spirit of helpfulness and as a means of aiding the men to do better work. The management finds there is only one type of man who cannot be helped—he is the one who will not help himself.

### New Account for Hewett-Crouse Agency

The Central Scientific Company, Chicago, has appointed the Hewett-Crouse Advertising Company, of that city, to direct the advertising of its Cenco McGovac vacuum pump line.

The Hewett-Crouse agency has also been appointed to direct a campaign in class and technical magazines for the Electric Motor Appliance Corporation, Berwyn, Ill.

### Appoints Paul Teas, Inc.

The Truscon Steel Company, Youngstown, Ohio, has appointed Paul Teas, Inc., Cleveland advertising agency, to direct the advertising of its Pressed Steel Division, located at Cleveland.

## Some More Questions for Checking Market Results

The Industrial Committee of the New England Council has mailed out the sixth of a series of bulletins containing questions for manufacturers to ask themselves regarding their marketing operations. This bulletin is the last in the series which has contained the following titles: 1. Our Product; 2. Our Customer; 3. Our Tools; 4. Our Sales Plan; 5. Our Costs, and 6. Our Results.

The following are the questions which appear in the last bulletin on "Our Results": What is the extent of our "cancellations"? How can we decrease them? What do our "returned goods" amount to? Why are they coming back to us? What is our "accounts receivable" turnover? Can we increase it without loss of customer or good-will? What is our annual "dealer mortality"? Is it too high? too low? Are we too conservative in our discounts? or too liberal? What do our "lost sales" amount to? What causes them? How can we convert them into orders?

Is our finished product inventory "turning over," item by item, or line by line, at the most profitable rate for us? for our dealers? Is our production system flexible enough to permit quick adjustment to fluctuations in demand? Are we utilizing research: to improve products; to develop new products; to cut our manufacturing costs; to broaden markets; to better serve our customers? Do we study business trends within our industry; in allied or related industries; in competing industries; in industry generally? Do we test the effectiveness of a policy or method before we adopt it as our standard? Do we insist that every phase, activity, or element of the business shall justify itself on the ground of profitability?

### Take Over General Photo Engraving Corporation

Harry Flowers and William K. Hauser are now owners of the General Photo Engraving Corporation, New York, as president and vice-president respectively. Mr. Flowers was for twenty-four years with the Electro-Light Engraving Company, New York, of which he was plant superintendent. Mr. Hauser has been with the Sterling Engraving Company, New York, with which he was associated for many years.

### R. E. Hotze, Jr., with Edwin Bird Wilson

R. Edward Hotze, Jr., formerly with the National Service Bureau, New York, and the Planters National Bank, Richmond, Va., has joined the Chicago office of Edwin Bird Wilson, Inc., advertising agency.

### Buffalo "Times" Appointment

Harry E. Pocock, who has been with the advertising staff of the Buffalo, N. Y., *Times* for the last twenty-two years, has been appointed promotion manager of that newspaper.

# Why Give Salesmen Exclusive Territory?

Putting a Territorial Fence Around Salesmen Promotes Indolence, Some Sales Executives Insist

By A. H. Deute

General Manager, The Billings & Spencer Company

"I'VE taken down the territorial barriers and told the whole sales force to go to it—any place—anywhere—orders are orders. Putting a fence around a man's territory and letting him cash in on the business which naturally develops simply puts a premium on indolence and idleness.

"Given a good national advertising campaign and a product that has real standing, an average man, doing an average or less than an average week's work, can earn enough to keep him satisfied. But what may keep such a salesman satisfied is all too often far less than will keep the management satisfied."

The speaker was the district sales manager for one of the higher-priced household mechanical appliances. He was responsible for the sales in a group of worth-while States. Under him, he had some forty or more men whose business it was to comb the territory thoroughly. He continued:

"I had each man working his own territory for a couple of years and that seemed very nice indeed for all concerned, until we got to the point where competition was eating in on us too severely. We saw too many sales go to other companies.

"One thing that became plain was that no salesman is able to establish friendly and successful contacts with all prospects. Right within the same block, a half-dozen home owners may be in the market. But an individual salesman may hit it off with two or three of that group and be totally unable to establish the right relations with the others. Then, too, there are the many cases of personal friendship being at least the starting point for making the final sale.

"But, of course," he went on,

"the important fact is that no salesman working on a small salary, plus a good commission wants to see any business get away from him. If he knows that an order will be lost to him unless he goes out and gets it, he will be on the job. He will make regular calls and keep the prospect alive.

"Furthermore, there are many opportunities for the house itself to line up real trade. There are always buyers who don't feel they are being treated right unless they deal direct with the house. Why should a salesman be paid for such business when he can't get it anyway, and the actual work and the actual closing must be done by the home office or by the branch office?"

What it all amounted to was this: A salesman would get paid for what he brought in—for his own work and for his own efforts—nothing more.

## *Compensation Directly on Merit*

There is much to be said in favor of such a clear-cut policy. Everyone knows exactly where he stands. Compensation is based directly on merit, hard work and results attained. The selling cost is not cluttered up with expense for which there is not a commensurate volume of business.

This recalls the case of two men who, at about the same time, left their jobs selling automobiles and got a line of household refrigerators to sell. The poorer of the two men happened to make a connection with a refrigerator which soon got back of it ample capital for advertising and sales promotion. He was able to sit in the center of his protected territory and cash in on a quantity of valuable leads. It took very little work on his part to make a splendid



## A Prosperous Market

The importance of a trading area is measured by spending money incomes, plus its marketing conditions.

On both these points the Washington, D. C., Market, comprising Washington and 25 miles into Maryland and Virginia, is conspicuously attractive.

Its nearly three-quarters of a million people have an annual per capita buying power of \$1,428.00, according to statistics gathered by Sales Management. This is nearly double that of the average city.

THE STAR, Evening and Sunday, is their newspaper—going directly into the homes throughout the entire district—with STAR advertising considerably and consistently read by these people with the money to spend for their comfort and convenience.

You'll find the Washington Newspaper Readers Survey of the American Association of Advertising Agencies interesting and illuminating with salient facts about this market.

## The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

**New York Office:**  
Dan A. Carroll  
110 E. 42nd Street

*Member*  
The 100,000 Group  
of American Cities

**Chicago Office:**  
J. E. Lutz  
Lake Michigan Bldg.



living. As a matter of fact, he did not spend half of his time in real productive work. Had he really attended to business his sales could have been doubled.

However, he was well satisfied. He was paying his bills, saving a little money and going to ball games three or four afternoons a week.

Sales history is replete with many such cases. An inferior man, fortunate enough to connect with a line which is on the up-grade through an abundance of good advertising behind it, will make more money with half the effort than a much better man who has to carry the load on his own shoulders. The most unsatisfactory feature is that the house back of the manifestly inferior salesman could materially increase its business were it not tied down to the policy to which it is committed.

#### *"Letting 'Em Scramble for the Business"*

This complication is being solved by various sales managers via the method of throwing all territories wide open and "letting 'em scramble for the business."

The argument in favor of this wide-open method of selling fell, however, upon the ears of an unbeliever who provided some highly interesting adverse comments.

"Your point is well taken," this individual agreed. "No sales manager has a right to ask his house to do with merely half of the business it ought to get out of a territory because it has that territory tied up in the hands of a man who is willing to sit back, skim the cream and let it go at that.

"Such a system is plainly wrong. There is no defense for it at all. In fact, the more money a firm spends in advertising and sales promotion work, the less excuse there is for any sales manager condoning such a situation of cream skimming in any territory. On that point, we are all agreed.

"However, while there is no room for argument on the unsoundness of such a condition, there is room for argument over the method of correcting it. Making

the territory wide open is a quick and easy method for the sales manager to employ. At first glance, it solves the problem at a stroke of the pen. But looking a little farther, what do we see?

"First of all, we have a mass of waste effort, resulting from overlapping. A man having an excellent prospect in the Sunset district of San Francisco, makes his call and then, instead of digging up another prospect, a few minutes from the first one, he starts off on a jaunt to Alameda because he has an idea that there is a fine chance over there. So it goes. Within a few months, he has a prospect list which carries him all over the Bay counties and which makes him spend his time covering territory. A salesman with a prospect in Staten Island and another one in Brooklyn and a third in the Bronx has his hands full seeing them all in a day."

"Yes, but he sees them," is the answer. "He can't sit back and wait for them to buy and then get easy money commissions."

As a matter of fact, he may not see many of his widely scattered prospects at all. I knew a man who worked on an auto truck line who had a list of prospects that ran from A to Z and from Asbury Park to Yorkville. The rule of his agency was that if a man didn't report on a prospect at least once every three months, it became an open or house account.

That was entirely satisfactory to this salesman. He kept careful track of his names in his little book and on a rainy morning or a very warm afternoon he chose a comfortable spot, took his telephone and made calls—plenty of them—reported faithfully the conversation with the prospect—and during the next week turned them in at propitious moments on his daily report. All his prospects were duly tied down and registered for another three months.

He told me that he never had lost a prospect, once he had the name on his list. There was no reason why he should. He was honest and meticulous. He made his calls with regularity. Nobody

# One Year Old...



# ... and what a year ...

## THE BUSINESS WEEK

The Journal of Business News and Interpretation

September 10, 1930

### And What A Year!

JUST a year ago this week, when the confident crowds came back to Wall Street from the Labor Day holiday to send stock prices staggering up to the peak which they never touched before, or since, *The Business Week* stepped onto the platform with some very bad news to which no one paid any attention.

On the first page of that first issue we said production and prices were declining, and trade even more; that money rates were critical; that security speculation had eaten nearly all its credit cake; and that the stock market was properly apprehensive of "the inevitable readjustment that draws near."

On the last page we said that for five years American business has been in the grip of an apocalyptic, holy-rolling exaltation over the unparalleled prosperity of the "new era"; that discussions of economic conditions had carried us into a cloudland of fantasy where all appraisal of present and future accomplishment was suffused with the vague implication that a North American millenium was imminent; and that clear, critical, realistic recognition of current problems and perplexities was rare.

And so, with a warning whoop and a skeptical scowl, we were born into the business world at the apex of an epoch of easy prosperity, facing from the first what no new business periodical had ever faced before—a period of depression, difficulty, and doubt, a complete reversal of the conditions that gave it birth.

We have followed through, step by step, the successive stages of this spectacular evaporation of the New Era illusion, fearlessly frank, remorselessly realistic in recording the news and interpreting the meaning of this great readjustment in American and world business life and thought, relentlessly resisting and firmly fighting off the defeatism and fatalism to which the shock of readjustment has given rise.

Tough as the task and unusual as the opportunity of this first year have been, they are for us but the beginning. We have said, and still believe, that what business has so far suffered has been a relatively mild recession, more serious in its shock to our sensibilities than in its actual economic effects. Though, as we foresaw two months ago, the painful process of recovery has tentatively set in, the peril of prolonged depression is not past, and the real problems of business readjustment have been barely approached. Even though we escape that peril by prompt application of proper public policies and energetic exercise of individual business initiative, these problems will remain.

The picture of prospective domestic and world economic and political conditions has been critically changed. Governmental policies toward business are everywhere in transition; new forms of social control in economic affairs are spreading abroad; new factors affecting international trade have arisen; agriculture in all countries is in process of radical reorganization; the rate of population growth and market expansion has begun decisively to decline; the structure of industry, trade, and finance is being reshaped by new forces of technology and competition; complex questions of credit and price control have emerged and press for solution.

In all the flux and confusion that face business in this new and uncertain future, the need for rapid, realistic reporting and interpretation of the news will be more intense than ever. There will probably be few booms to bark about; there will certainly be many defeats and difficulties to face and fight against. On its first birthday *The Business Week*, tested in a year of trial, looks forward to the frolic or the fray, alert, untiring, open-minded, unafraid.

The same to you!

Published weekly by the McGraw-Hill Publishing Company, Inc.  
Tenth Avenue and 56th Street, New York. Tel. MDellison 9700.  
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|                               |                                       |
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## and what accomplishment!

**WE** began with the promise to deliver something that Business needed badly—never had before—the rapid, realistic reporting and interpretation of national and world-wide business news.

Readers tell us that we have fulfilled that promise. The Business Week has lifted business news out of the calendar into the clock. It has achieved a recognition far beyond its single year. It is dependable, fast, vigorous, courageous—loaded with news of surprising diversity and scope. It has become the most widely quoted journalistic voice of business in this country. It has that quality which men call “guts”.

At the same time The Business Week has attracted and built an audience of the “aces” of business without parallel in publishing. This has been possible only because of the compelling interest and immediate usefulness of everything this paper prints.

If you are spending money to reach business executives The Business Week is now important to you. There are only two questions you need ask us—“Have you got 'em?”—“Do they read it?”

### THE BUSINESS WEEK

McGRAW-HILL PUBLISHING COMPANY, Inc.

Tenth Avenue and 36th Street, New York

asked him to specify whether the call was in person or over the phone. In either event, it was a call.

This leads into another outstanding and salient weakness of the roving system of handling the sales force—there is no chance for a salesman to develop a sense of pride in his territory and its condition.

### *The Salesman's Pride in His Territory*

The heart and soul of many a firm's success in a given territory is the pride of its salesman in the way in which he has his field organized. Turned loose on the entire territory, the salesman has no pride of possession. There is nothing to which he can point with pride. He cannot exercise a sense of responsibility for the line and its standing.

As a matter of fact, when salesmen overlap and can work themselves into the logical territories of other members of the same force, more than one insidious and abnormal practice is almost sure to result.

For instance, there is price cutting through the various forms of commission splitting. Buyers are quick to find ways of using one salesman against another. Anyone delving into the ways of motor truck buyers and the ways of many a motor truck salesman runs quickly into some of the weird and devious methods which are evolved by buyers who are seeking to break the price.

While, on the one hand, sales managers feel that by giving their men roving territories many additional prospects will be uncovered, the fact remains that it is the signed order and not the prospect that really tells the tale.

And still every salesman working a roving territory can recount endless prospects who, for want of being covered steadily, suddenly present themselves with equipment bought from competitors.

"A butter and egg wholesaler whose place of business is not five minutes' drive from my apartment got away from me without my realizing that he was even a good prospect," a motor truck salesman

told me. He went on to explain that although he had called some six months ago on this man, there seemed to be no particular interest and he looked like a cold prospect, at best. He had put him down on his list of prospects, but outside of a second call about three months later, resulting in no response, he had had no time to check up on the wholesaler.

And then, one bright morning, he saw a fleet of four new trucks lined up before the wholesaler's place of business.

What had happened was this: Some four weeks ago, that jobber had merged with another jobber. The combined business called for covering a much wider territory. Both firms, as individuals, had had two trucks, well along in age. With additional territory to be covered, the four old trucks were obsolete.

A motor truck salesman who had been making occasional calls for a competitor, found himself on the scene a few days before the merger was worked out. He saw possibilities. He got some first-hand information from the man who was to be the new shipping clerk for the combined firms. Things were moving rapidly for the new firm. There were so many things to do that the matter of motor trucks was not studied as thoroughly as might otherwise have been the case.

In any event, the delivery system which the successful salesman proposed seemed sound. He was able to take the four old trucks off their hands. He could make prompt delivery of the four new ones. The whole matter was closed while the salesman living right in the neighborhood knew nothing about it. He was miles away running down another prospect which should have been worked by somebody close to the ground.

Of course, when all is said and done, sales managers who argue in favor of the roving method have the very strong argument to advance that in too many cases facts do not follow theory. Territories have been placed in the sole care of individuals. Those individuals have failed to work them properly.

Sales managers have sent investigators into such territories only to

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find that the resident men have grossly neglected the field. They have sat back and waited for prospects and leads to be developed by the home office and the firm's advertising. They have all too often been inclined to be satisfied with an income sufficient to meet their modest needs when such income came to them with a minimum of effort, at a time when the sales department was in desperate need of more effort and more orders to keep up with production.

One motor truck district sales manager told me of taking a definite territory away from a man to whom it had been given and making it wide open, with the result that the man, himself, increased his sales immediately, while at the same time, within three months, the firm had established more than a score of new customers upon whom, previously, the salesman had not even called.

Such cases are legion. They try the temper and the patience of the sales manager who must produce volume.

But all this resolves itself into the following: The weak link in the sales organization of many a sales manager lies in the salesman who is too easily satisfied. He knows what a reasonable selling cost is. If he is on salary, he makes it a point to produce enough business to earn his salary. He prefers leisure, beyond that, to greater income following harder work. If he is on commission, he feels it is his right to work as many hours and as many days in the week as he pleases. The house isn't paying him for work he doesn't do. Why should it complain?

He overlooks the fact that the house must have not merely a fair selling cost so far as he is concerned; it must have maximum volume from his territory.

Now, if we may establish the fact that the problem lies with the weak and indifferent salesman, then may we not go a step further and say that the solution lies, not in adopting a roving sales system with all its weaknesses, but in searching for and developing a group of individual salesmen whose ambitions

run in accord with that of the house?

It would seem that the solution lies not in shifting from one weak method to another, but to substitute stronger sales management, better coaching of the men, better follow-up of the day-to-day work, closer co-operation and more definite insistence upon carefully studied and analyzed quotas or allotments. In short, what seems to be needed in many a sales territory is stronger sales management.

## Sherman Corporation Appoints N. E. Horton

Norman E. Horton has been appointed director of the sales and merchandising division of the Sherman Corporation, New York, management and business engineers. He was formerly sales promotion manager of the Seiberling Rubber Company of Canada, Ltd., previously having been sales manager of Mercury Mills, Ltd. At one time he was general sales manager of Crosse & Blackwell, Ltd., in Canada.

In his new position, Mr. Horton will have charge of sales and merchandising in the Eastern United States and Canada.

## Appointed by Republic Steel Corporation

Harry T. Gilbert, formerly vice-president in charge of sales of the Republic Steel Corporation since its formation early in 1930, has been made special assistant to T. M. Girdler, president. Norris J. Clarke, former vice-president and chairman of the executive committee of the Lanson & Sessions Company, has been appointed vice-president in charge of sales of the Republic company, with headquarters at Youngstown, Ohio.

## Made Vice-President, Tuckett Tobacco

L. R. Greene has been appointed vice-president of the Tuckett Tobacco Company, Ltd., Hamilton, Ont. Mr. Greene, who is sales and advertising manager, joined the company in 1915.

## Oscar Bigler with Cincinnati Agency

Oscar Bigler, for many years sales executive with The Philip Carey Manufacturing Company, Cincinnati, has joined the S. C. Baer Company, advertising agency of that city.

## Joins Houston Agency

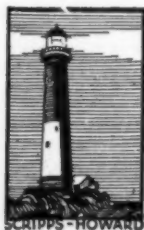
David G. Ritchie, formerly with Heaton-Paschall, Inc., Chicago advertising agency, has joined The Rein Company, advertising agency of Houston, Tex.



### The Power of the Press in Pittsburgh

During the first six months of 1930 The Press led the second newspaper in 21 of the 24 retail (local) classifications. It led in every one of the 20 general (national) classifications. It published 44% of the total advertising carried in all Pittsburgh newspapers.

*These statements are based on figures compiled by Media Records, Inc., and are properly exclusive of lineage in a national magazine distributed with another Sunday paper.*



MEMBER OF THE UNITED  
PRESS . . . OF THE AUDIT  
BUREAU OF CIRCULATIONS  
and of MEDIA RECORDS, INC.

# The Pit

A SC

NATION  
NEWSPA  
CHICAG  
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# 1<sup>st.</sup>

## in Pittsburgh

To be numbered among the leaders, to maintain a **FIRST** standing in the immediate newspaper field, is not the consequence of some mysterious force, nor the short-lived achievement of artificial sales or circulation stimulants—it's just the simple, effective "Habit of Producing Results."

This is why The Pittsburgh Press has attained the position of 6th in the world in advertising volume for the first half of 1930—with 10,982,809 lines—and, again **FIRST** in Pittsburgh by over 1½ million lines. (Figures include Department Store lineage for four months only.)

To the alert advertiser this signifies above all else, the "Power of The Press" in Pittsburgh—the logical medium for reaching profitably the rich, responsive, fifth largest market in the world.

# h e Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD  
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY  
CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS  
DETROIT · PHILADELPHIA · BUFFALO · ATLANTA



# Yeah, Bo! Chief!

The Birth of the I. D. A. with  
Nearly 200 Members May  
Forecast Some Unusual  
Developments in the  
Drug Field

By Don Gridley

**B**ETWEEN 300 and 400 people were gathered last Thursday in a room on the top floor of the warehouse of the New Jersey Wholesale Drug Co., Inc. Thursday was a warm day and in the room there wasn't any ventilation to speak of. Men's coats were off and the perspiration stood out on glistening foreheads. If ever conditions were ripe for a flop, those conditions were present in that room.

Two or three speakers arose and addressed themselves to the audience. Cries of "Louder!" from the back of the room were quick demonstration that the acoustics were as bad as the heat. The audience began to stir restlessly.

Then the final speaker finished his remarks.

"And now I want to introduce you to J. Frank Grimes."

Immediately a lanky man arose. Lifting his arms high above his head he boomed out in a voice that should have belonged to three train announcers, "Come on, everybody, let's go. Give the I. D. A. cheer. Yeah, bo! Chief!"

The crowd forgot the heat and the acoustics and let go. You could hear them for five blocks. Then, as the cheer died down J. Frank Grimes took the floor and the Independent Druggists Alliance of America—it will be known as the I. D. A.—was born.

For more than three hours Mr. Grimes and his assistant with the



Underwood & Underwood  
J. Frank Grimes

booming voice held the crowd—yes, spellbound is the word even if it is hackneyed. Against the obstacles of heat, poor acoustics, cramped quarters and all the other handicaps they told their story and at the end dozens of druggists walked down the aisle and signed contracts to become I. D. A. members.

This preamble may seem to be somewhat boy-bookish but in order to understand what is behind the I. D. A. you've got to have a picture of how J. Frank Grimes operates.

If I were a manufacturer selling my products in the drug field I'd want to know a lot about this man Grimes. I'd want to know what has made it possible for him in less than five years to build the I. G. A., a voluntary chain of nearly 10,000 independent grocers which last year did a business of over \$500,000,000 and this year will probably do more than \$600,000,000. I'd want to know how he operates, what are the terms of the contracts that retailers sign, how far he has gone in the drug industry, what are his plans. I'd want to know why the I. G. A. has jumped from nowhere to a commanding position in the grocery field, because on its success is predicated the I. D. A., the first units of which were formed last Thursday.

To give an extended account of Thursday's meeting would be a waste of time. There were, however, some significant things that stuck out and which, according to this reporter's idea, need reporting.

First, this man Grimes is a business evangelist. He started his speech in a mild voice with both feet on the floor and his arms at his side. Before he finished he was standing on a table with arms overhead. Good old Billy Sunday stuff—except it is better than Billy's stuff. His assistants, and there were a dozen present, are evangelists, too. They know how to talk—and how to talk to audiences. Better than that, they know how to tell their stories to audiences of retailers who are sick at heart and frightened because their very business existence is threatened by the chains.

Don't get the wrong impression. Because Mr. Grimes is an orator who understands crowds, don't believe that that's as far as he goes. Behind what he says are facts, the kind of facts that make a deep impression on canny retailers.

When he tells the independent druggist that a \$50,000 gross annual business is the minimum that an I. D. A. member should do, he isn't talking through his hat. He quotes facts and figures and shows how that volume can be reached.

He uses a screen and slides but he doesn't bother much with pretty pictures. When he tells the crowd that a certain large organization which owns a chain of retail stores and also owns a score or so large manufacturing companies, "is putting the profits it makes out of you druggists on its advertised items into its chain stores to put you out of business" he is talking the kind of things that the retailers understand. Of course, they cheer.

When Mr. Grimes said, "Nationally advertised products? The I. D. A. will give you nationally advertised products at a price that no chain in the country can beat," they cheered again. When he added, "But in addition to this we shall give you goods packed under the I. D. A. label, good merchandise, as good as money can buy, and we'll give it to you at a price

that will net you the kind of profits you can never make out of standard brands," when he added this he was saying something which got him cheers all right but which was highly significant to any national advertisers who will listen.

Mr. Grimes is not one of those short-sighted saviors of the retailers who talks only about the benefits of vast buying power. "That," he says, "is only the keystone of the arch. There are other essential factors without which the arch falls down, keystone and all. Our ideal," he continued, "is not just good buying. What is needed far more than that is good selling."

By good selling Mr. Grimes means a great many things. He means store arrangement, carefully planned advertising, synchronized merchandising plans, in fact all those merchandising methods which the chains have taught us lead to success. Furthermore, a simple but thorough accounting system. He lays great stress on the accounting system, because by its use retailers learn for the first time the very necessary facts about the cost of doing business.

These things are important, both for the manufacturer and the retailer. They are so important for the retailer that at two meetings held last week Mr. Grimes was instrumental in getting nearly 200 New Jersey druggists to sign contracts to become members of the I. D. A. When that many retailers express their desire to join in a co-operative movement it is high time that manufacturers who sell to those retailers find out what this movement is all about.

Remember that this co-operative system obligates them to redecorate their stores, to buy new store equipment when necessary, to make an immediate investment of nearly \$200, to pay \$7.50 weekly for the life of their I. D. A. contract which lasts three years. Remember, also, that all of this was sold to the druggists in less than four hours on a hot day in a crowded, stuffy room.

When the Independent Grocers Alliance, the I. G. A., was started, most food manufacturers regarded it with mild amusement as just an-

**More  
EVIDENCE  
of the steady  
1930  
Buying Habits  
of the  
Good  
Housekeeping  
Clientele**

**G O O D H**

**G**OOD HOUSEKEEPING'S private school advertisers are getting unusual results from their 1930 advertisements.

We know by their letters. We know too by the fact that school lineage in Good Housekeeping for the first nine months of 1930 exceeded the lineage for the same nine months of 1929.

Schools and camps advertise for one thing only—immediate enrollments. An enrollment means more than an outlay for tuition. It means visits to shops for clothes, luggage, etc. It means the purchase of railroad and steamship transportation. It means "proms" and parties—and the buying of those piquant food-stuffs the hungry rising generation demands.

The increased patronage of private schools by Good Housekeeping's 1,750,000 families in the face of business depression, speaks for itself. Advertisers of all products that benefit the family can use Good Housekeeping profitably in 1930 and 1931.

**GOOD HOUSEKEEPING**

**EVERYWOMAN'S MAGAZINE**

other abortive effort on the part of the retailer to fight the chain. Today there aren't many manufacturers in the food industry who are laughing or even smiling. Ten thousand retailers are a lot of retailers in any field.

The I. D. A. today is young—just a few days old in fact. But it already is larger than a great many pretty successful chains. The drug manufacturers have an advantage over their cousins in the grocery industry. They know what the Grimes organization can do. For them there is no temptation to be even mildly amused.

Some manufacturers may be amused anyway—amused at the tactics used by the leaders of the I. D. A. I'm not so sure that these are funny. I'm not so sure that a little of the spirit of evangelism, a little of the spirit of co-operation wouldn't be good for some of those manufacturers who today are worried about the battle of the brands.

It is difficult, of course, to imagine some of our more starched captains of industry listening with equanimity to a crowd of retailers yelling, "Yeah, bo! Chief!" I think, though, that if they'd try it they'd like it—and once they gained that kind of support from the retailers they wouldn't have to worry much about this battle of the brands.

Maybe that's a good slogan for some manufacturers to adopt. How about it?

"Yeah, bo! Chief!"

### Pritchard Agency, of London, Reorganized

F. C. Pritchard & Partners, London advertising agencies, which joined the group of agencies controlled by Sir William Crawford a year ago, has now reopened as an entirely independent firm under the name of F. C. Pritchard, Wood & Partners, Ltd., 25 Charles Street, Haymarket, London. The directors are Fleetwood C. Pritchard, Sinclair Wood, John Gloag and Gilbert Russell.

### Death of E. H. Farmer

Earl H. Farmer, assistant general sales manager of the Owens-Illinois Glass Company, Toledo, Ohio, died recently. Mr. Farmer, who was forty-five years old, had been with the Owens-Illinois company for twenty years.

### Midwest Group Takes Action Against Free Publicity

A resolution, condemning the practice of advertising agencies in sending free publicity to newspapers as "an unsound practice and strictly unethical," was passed by the Midwest Advertising Managers' Association at its semi-annual meeting held last week at Kansas City. The resolution indorses the action of the Massachusetts Press Association in its request to agencies to disband their free publicity forces before January 1. In the event that this action is not taken by the agencies in that time, the association further resolves to consider at its next meeting the question of agency structure in its relations to newspapers.

Another resolution was passed at the meeting in connection with the restriction placed upon newspapers by the postal laws prohibiting the publishing of articles pertaining to chance or lottery and allowing the broadcasting from radio stations of talks pertaining to such contests. The association has resolved to protest to the Federal Radio Commission against this discrimination against newspapers.

New officers of the association elected to take office January 1 are: Rex Justus, advertising manager of the Tulsa, Okla., *World*, president; Norris Ewing, advertising manager of the Amarillo, Tex., *News Globe*, vice-president; E. J. Herndon, advertising manager of the Little Rock, Ark., *Democrat*, secretary-treasurer, and Joe Seacrest, advertising manager of the Lincoln, Neb., *Journal*, sergeant-at-arms.

The next meeting of the association will be held at Excelsior Springs, Mo., on the last Sunday in February.

### F. H. McBride with The Printware Company

F. H. McBride, at one time business manager of the former New York *Evening Mail*, has joined The Printware Company, Inc., New York, advertising printing and direct mail. The Printware Company has recently purchased the Roschko Printing Company, also of New York.

### F. H. Semmens Joins Borden Company

Frank H. Semmens, formerly sales manager of Donald H. Bain, Ltd., grocery broker and commission merchant, has joined The Borden Company, Ltd., as manager of the Winnipeg office. He will supervise sales in the prairie provinces.

### Lincoln S. Jones Joins "Advertising Display"

Lincoln S. Jones, previously director of research of the National Trade Journals, Inc., New York, has joined the sales staff of *Advertising Display*, of that city. He was formerly chief statistician of the John H. Perry publications.

# NATION'S BUSINESS

B A GRAM PRES-TREAS  
GRAM MOTORS INC  
THOS OHIO

SEPTEMBER • 1930

WILLIAM McFEE • HERBERT COREY  
EDWARD A. FILENE  
E. J. KULAS • GAMALIEL BRADFORD

COVER • The Pioneer Banker • See Page 6

**I am an ardent reader of Nation's Business. I think it is the country's outstanding magazine for business men.**

**B. A. GRAMM, *President and Treasurer***  
Gramm Motors, Inc., Delphos, Ohio

# The Cost of Color Advertising in Compared to the Cost of free

THE American Weekly is well known as a magazine circulated through the Hearst Sunday newspapers. It is read by the masses.

The readers of the Hearst Sunday newspapers make money and they spend it—for increasingly better things for themselves, their children and their homes. These people are not set in their ways and they form an ideal advertising audience because of their restless desire to get on and up in the world. That is why they are responsive to advertising.

|                   | Distributing<br>Publication | To<br>Circ | Daily<br>in Sur |
|-------------------|-----------------------------|------------|-----------------|
| Albany            | Times-Union                 | 4          | 10              |
| Atlanta           | American                    | 15         | 24              |
| Baltimore         | American                    | 19         | 82              |
| Boston            | Advertiser                  | 48         | 3,18            |
| Chicago           | Herald & Examiner           | 1,19       | 4,57            |
| Detroit           | Times                       | 38         | 1,27            |
| Los Angeles       | Examiner                    | 45         | 1,14            |
| Milwaukee         | Sentinel Telegram           | 175        | 61              |
| New York          | American                    | 1,09       | 3,57            |
| Omaha             | Bee-News                    | 110        | 16              |
| Pittsburgh        | Sun Telegraph               | 352        | 1,02            |
| Rochester         | American                    | 68         | 22              |
| San Antonio       | Light                       | 7          | 7               |
| Seattle           | Post Intelligencer          | 165        | 24              |
| San Francisco     | Examiner                    | 38         | 1,29            |
| Syracuse          | American                    | 9          | 10              |
| Washington, D. C. | Herald                      | 13         | 47              |
|                   |                             | 5,59       | 19,14           |

IT must be obvious to everyone, from these figures, that there would be little, if any, circulation remaining to the Hearst Sunday Newspapers if they lost their sales to the Street Car riders, and surely the 19,000,000 passengers *every day* in the Street Cars of these 17 cities are just as responsive and *credulous* while reading the Street Car advertisements as they are while reading the advertisements in the American Weekly.

The breakdown shows that one insertion of an inside color page in the American Weekly costs more than a half showing in the Street Cars of the 17 cities—for 45 days—and in 45 days the Street Cars of these 17 cities carry 861,592,635 passengers.

# Advertising in the American Weekly Street Car Advertising—

The American Weekly advertising rate for color pages is very much lower than other publications. Their rate for an inside color page (three colors and black) is \$16,000. Below is a breakdown which gives the pro rata cost for the total circulation of each of the 17 newspapers through which the American Weekly is distributed and for comparison, the cost of Street Car advertising in the 17 cities.

|      | Daily Riders<br>in Surface Cars | American Weekly<br>Prorated Cost<br>of inside<br>Color Page | Street Car Advertising<br>Half Service—<br>Cost Per Day<br>on National Contract |
|------|---------------------------------|---|---|
| 4    | 100,146                         | \$135.00  | \$3.00  |
| 15   | 247,241                         | 450.00  | 5.00  |
| 19   | 825,557                         | 550.00  | 20.00   |
| 48   | 3,181,712                       | 1,400.00  | 46.00   |
| 1,19 | 4,573,404                       | 3,410.00  | 73.00   |
| 38   | 1,276,393                       | 1,085.00  | 20.00   |
| 45   | 1,144,246                       | 1,310.00  | 22.00   |
| 173  | 611,286                         | 500.00  | 12.00   |
| 1,09 | 3,578,915                       | 3,140.00  | 66.00   |
| 110  | 166,598                         | 320.00  | 5.00  |
| 352  | 1,020,780                       | 1,015.00  | 20.00   |
| 60   | 222,342                         | 200.00  | 6.00  |
| 70   | 73,759                          | 225.00  | 2.00  |
| 163  | 249,327                         | 475.00  | 8.00  |
| 38   | 1,291,706                       | 1,105.00  | 20.00   |
| 9    | 106,281                         | 280.00  | 4.00  |
| 13   | 476,810                         | 400.00  | 11.00   |
| 5.5% | 19,146,503                      | \$16,000.00   | \$343.00  |

And the advertising in the Street Cars is read and is *alive* at all times—on Sundays, when most of the stores are closed, with the people playing and not in a buying mood, and on Mondays, Tuesdays, Wednesdays, Thursdays, Fridays and Saturdays, when the stores are open for business, with the people in a buying mood *going to the shops*.

*J. R. Barnard*  
National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



"...but I saved on Printing"

is no answer  
to the Board of Directors when  
your Direct Advertising fails  
to produce .....SALES!

The smart business man buys Printing to sell his merchandise and to create good will and prestige for his firm . . . NOT to see how cheaply he can "get out something" to send to customers and prospects.

Yet we can help in accomplishing ALL of these purposes.

Our Direct Advertising Department has an especially successful record in the creation and pro-

duction of effective sales literature at a very low cost for the results attained. In addition, our vast printing organization offers special mechanical facilities for numberless economies which subtract from the final cost . . . but not from the quality.

Let us demonstrate to you these sales-closing and economical advantages on your next printing job.

**ISAAC GOLDMANN COMPANY**

*Founded 1876*

PRINTING OF EVERY DESCRIPTION

**80 LAFAYETTE STREET, NEW YORK, N.Y.**  
**TELEPHONE, WORTH 6080**

## Getting the Association Campaign Off to a Quick Start

## Setting the Stage So That Everything Clicks When the Advertising Curtain Rises

By E. L. Starr

Director-Treasurer, The Durene Association of America

**M**ANUFACTURERS working through a trade association—and many individual producers working alone—frequently demand too much of advertising's selling power. Willing to spend money, these producers are unwilling to take the time and make the effort necessary to merchandise their goods back-stage.

Too seldom is the stage set for the product so that the actors in the merchandising drama—from producer through wholesaler to retailer—are ready and prepared to act their roles capably when the advertising curtain rises and they face the expectant, waiting consumer.

I am not going to attempt to set down a definite technique. Rather, I should like to describe some basic ideas of backstage merchandising worked out during the marketing of such products as rayon and, more recently, duren.

Three general aims govern trade groups. First is that of allowing advertising to attempt to do the work that individual advertising could not be expected to do.

Second is the group aim to collate production and sales figures, to gather trade data, and otherwise to keep the industry informed of what is happening.

The *third* group, however, has five definite objectives:

(1) It seeks to standardize pro-

duction of raw materials so that the industry can assure its entire trade of unified production. (2) It seeks to study markets. (3) It attempts to educate manufacturer-

... as Versatile as Fashion



*BurenE*

Quality begins with the yarn

THE ASSOCIATION OF AMERICANS, 220 FIFTH AVENUE, NEW YORK 10010, U.S.A.

*Durene Advertising Does Not Talk Yarn—Instead,  
It Features Finished Garments*

users of the basic product, as well as wholesalers and retailers, so that the material's use will be stimulated. (4) It attempts to educate the public to the product. And (5) it advertises both to trade and consumer what the product is and what it will do.

When seven producers of mercerized cotton decided early in 1929 that the word *durene*—combined

from two adjectives describing the outstanding qualities of mercerized cotton, durability and sheen—could be made to stand in general consciousness for the highest grade cotton yarn, they determined to work, as a group, in the third classification. Turning out 85 per cent of the country's quality mercerized cotton, they believed their market could be widened by concerted action. A small advertising campaign in the fall of 1929 broadcast the idea. In January of 1930, the durene bureau came into existence to merchandise and advertise the new name of this well known and well-liked product whose individuality never had been forcefully promoted.

The bureau's first step was based on my own personal experience as director of the Rayon Institute. During rayon's first promotional year, we had made the mistake of thinking that advertising alone would excite the consumer and start the buying urge which would work back through the trade to the door of the mills making rayon. Of a \$500,000 appropriation, we had spent 70 per cent or \$350,000—\$300,000 of which was for the consumer—in advertising which was practically unbacked by merchandising.

We found that without training the trade, starting from the rear of the retail counter right through to the door of the mill, we could not start that sympathetic buying wave from consumer to retailer to wholesaler to manufacturer and finally to producer. Therefore, in the second year we had to cut our advertising from 70 per cent to 20 and go to work doing the backstage merchandising that we could have done more profitably the first year. At the end of the second year we were able to increase our consumer and trade advertising to 33½ per cent of our available funds with trade merchandising and sales promotion using the remainder, a proportion which experience showed us is practical for sound, consistent growth during the first two or three years.

With that practical rayon experience as our background, we

faced the following situation with durene: Here was a product which, although the mercerizing process was discovered in 1850, had been used in volume for the last twenty years only. Widely liked and widely used in the knitting and weaving trade, it was handicapped in that mercerization created no picture in the consumer's mind and meant less than it should in the trade's. Mercerized cotton even was called lisle in some circles, although lisle really is a twist. That is, though relatively expensive, mercerized yarns were viewed in the same light as ordinary cotton yarns. Mercerized cotton's best selling argument was, in a word, completely neglected.

Our problem was to clear up the mystery surrounding the word mercerized, and to get over a simple, pronounceable, describable, acceptable name to yarn manufacturers, to manufacturers of knit and woven wear, to wholesalers, to retailers, and finally to consumers. The problem was further—in light of the rayon experience—to make all people supplying the consumer acquainted with durene before putting our major effort on the consumer. Backstage merchandising was the plan we picked.

Backstage merchandising technique, as we have found it most practical, breaks into five parts.

(1) First comes direct merchandising of the durene idea to all factors from producers on down through the trade, the effort being to get the true story behind the product before all links of the merchandising chain in as many ways as possible. This we have accomplished by personal solicitation, group solicitation, general mailings, special mailings, trade news and trade advertising.

The all-important point in this first merchandising step is the presentation of the story in terms of self-interest of the factors involved. How the manufacturer can profit from extension of the durene name, how the wholesaler can profit, how the retailer can expand sales—are told each factor in terms he appreciates.

As with all groups seeking to

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## **Eight Years of Leadership Over All Los Angeles Daily Newspapers**

Every year since 1922 The Evening Herald has led all Los Angeles daily newspapers, morning and evening, in volume of display advertising. This leadership has been even more pronounced than usual during the trying months of 1930.

In the First Seven Months of this year The Evening Herald carried over TWO MILLION agate lines MORE Display Advertising than was carried by the second Daily (a morning paper) and 1,211,249 lines MORE than BOTH of the other Los Angeles evening papers COMBINED.

The Evening Herald's consistent leadership in advertising and its superior productiveness even under subnormal conditions is due to its enormous circulation, and to the fact that this circulation is concentrated 96% right in Metropolitan Los Angeles and its immediate suburbs. No advertising dollars are wasted in widely scattered, sparsely populated, low buying power areas.

**The "City" circulation of The Evening Herald exceeds that of the next largest Daily (a morning paper) by more than 65,000—and is 115,000 greater than the city circulation of the second afternoon paper.**

*Any schedule designed to cover  
Los Angeles should begin with The*

### **LOS ANGELES EVENING HERALD**

#### *Representatives*

**New York**  
**HERBERT W. MOLONEY**  
348 Madison Ave.

**Detroit**  
**RAY MILLER**  
General Motors Bldg.

**Chicago**  
**JOHN H. LEDERER**  
326 Madison

**San Francisco**  
**A. J. NORRIS HILL**  
Herald Bldg.

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set a quality mark on a product, we have hit the snag of the large manufacturer who declares that his name alone carries all the weight his merchandise needs. To this man we have to sell the idea that here is an industry name guaranteeing quality—a name whose advertising and good-will tied to his own advertising and reputation will have double effect in stimulating his sales. Thus far, of 700 concerns in the knitting trade, we have 470 licensees entitled to stamp or label their manufactured product with the *durene* name. Direct merchandising of the idea behind the name has been largely responsible for bringing these companies into the movement.

(2) Next in our backstage merchandising plan has been direct work to help manufacturers making up yarn to style their finished fabrics in a manner to increase individual sales. In fields in which *durene* is used—hosiery and underwear mainly—we found a general neglect of the most modern of sales levers—style. We, therefore, set our own fashion adviser—trained in merchandising as well as styling—to work at the task of showing *durene*-using manufacturers how to put new life, new attractiveness into their staple merchandise, which was losing salability for this very deficiency.

In addition, we brought fabric manufacturers into closer touch with wholesalers and retailers who could help develop style merchandise. We passed criticism on the man's finished goods and also suggested sponsors in the retail trade for possible new merchandise.

This worked very well, large retailers co-operating with the manufacturer in promoting his new ideas. In other cases, wholesalers have worked with the manufacturer on innovations.

For example, the buyer of a large metropolitan store wanted *durene* garments but could find nothing to her liking. Our association put its finger on a manufacturer producing a new fabric with beauty by the yard. We then telegraphed a licensee whom we knew never had got into this par-

ticular department store, told him about the new fabric which he could procure, and suggested he style new garments of this material particularly for the retailer. He did, and the store accepted.

Then, to show the ramifications of such thoroughgoing backstage merchandising, this is what developed. The store is going to advertise the new garment and the *durene* name. The garment manufacturer is going to promote his product and the name. The fabric manufacturer will advertise his fabric and our name. The *Durene* Association is using the garment in its consumer advertising. Finally, a reprint of the association's advertisement will go to selected lists of important retailers and wholesalers. Thus, because the merchandising was carried well back, the total advertising of *durene* in this case is quadrupled. This cumulative effect of merchandising power is not to be minimized, nor is the cumulative advertising effect.

(3) A further step in this thorough merchandising of trade factors has been the keeping of style and editorial executives in touch with the efforts of our finished products manufacturers. Because of this part of the general plan to see that everyone touching the *durene* field in any way knows what the product is and what can be done with it, style authorities in position to talk to retailers or consumers of style changes can obtain all desired information right from headquarters instead of picking it up haphazardly.

Under this style education heading comes trade advertising, which carries a large share of the educational burden. It is directed at two groups. Manufacturers comprise the first, and our message to this section of the trade is that they buy yarn as *durene* yarn and sell *durene* fabric under that name. To the second group—retailers and wholesalers—we play up progress of the *durene* campaign, stressing particularly that sources of supply are interested in giving them *durene* merchandise, *durene* stamped. Such trade advertising, in most retail



Set in  
BAUER FUTURA type  
—Medium and Light  
face. Specimens will  
be sent upon request.



# Futura

## a modern *BAUER* type

FUTURA is generally accepted as the outstanding leader of the modern type faces... It is endorsed and chosen by the best creative minds in advertising and publishing in this country—and by the foremost typographic craftsmen throughout the world... For example:— In a recent issue of "The New Yorker,"

eleven out of twenty-six full-page advertisements employed Futura or other modern Bauer types.



**THE BAUER TYPE FOUNDRY · INC**  
**235 EAST 45TH STREET · NEW YORK CITY**



**last year**

**four-hundred-and-twenty-thousand subscribers wrote the editors of HOUSEHOLD—**

**Practically one out of four of our entire subscription list.**

**Every one of these letters was prompted by some editorial article that had been read and liked.**



**Reader interest!**

**That is one reason why advertiser after advertiser tells us we stand at or near the top of his list in returns.**

**It's one reason, too, for the steady gain in advertising we are showing.**

## *The* HOUSEHOLD MAGAZINE

**A CAPPER PUBLICATION • ARTHUR CAPPER • PUBLISHER**

**New York  
Cleveland**

**Chicago  
Topeka**

**San Francisco  
Kansas City**

**Detroit  
St. Louis**



# R O S E B U R G

## Oregon's Gift to Thanksgiving

Turkeys and prunes head Roseburg's list of "firsts" with last year's crops bringing \$2,400,000 to growers, pickers, and packers. The turkey population of 80,000 brings \$400,000 each year, and 12,000 acres of finest Italian prunes easily make Roseburg the leader in this delicious fruit for the entire Pacific Northwest.

Livestock receipts are further increased \$800,000 annually from sheep. Melons, other fruits, goats, and broccoli put Roseburg's total farm income well past the \$3,000,000 mark.

Tenth in Oregon in bank deposits, Roseburg's wealth is 80% greater proportionately than its population. Proof positive that Roseburg's incomes . . . including a \$2,000,000 industrial payroll . . . are actual, not paper, profits.

The 4,052 circulation of the News-Review, only daily in Douglas County, reaches 86% of all city and suburban residents. The News-Review continues its growth solely on merit: no premiums, no contests, no club raisers, no special offers.



## Roseburg News-Review

THE DOUGLAS COUNTY DAILY

Every day 210,036 Oregon buyers read these twelve Mogensen Newspapers:

|                           |                        |
|---------------------------|------------------------|
| Albany Democrat-Herald    | La Grande Observer     |
| Ashland Tidings           | Medford Mail Tribune   |
| Astoria Astorian          | Oregon City Enterprise |
| Eugene Register           | Roseburg News-Review   |
| Grants Pass Courier       | Salem Capital-Journal  |
| Klamath Falls Herald-News | The Dalles Chronicle   |

M-C MOGENSEN & CO. Inc.

New York  
Chicago  
Portland

San Francisco

Detroit  
Seattle  
Los Angeles



SMOKE MEANS MONEY IN OREGON CITY

and wholesale magazines with strong textile color, indirectly reaches stylists as well.

(4) Next has been educational work with department store salespeople, with retail trade associations, with women's clubs, and with home economics departments and similar groups. This we do through educational representatives trained in textiles and clothing. Traveling widely, these women contact not only these groups, but local retail organizations and both State and national associations of women's clubs and home economics teachers.

This is an effort made in large measure by capitalizing the consumer advertising which will be described in the next few paragraphs. For not only does this advertising impress itself on store buyers when they read it in the magazines, but it also makes a further impression when we mail reprints. For these we have mailing lists of several ratings for each section of our trade. An A list of retailers, for illustration, comprises ninety key stores. The B list carries 700 leading names, and the C list has 10,000. For any particular job whether among manufacturers, wholesalers or retailers, then, we can select the group most useful and solicit it.

Our educational work serves further as a background for personal solicitation by our bureau, for because of it the store is conscious that we are selling the durené idea to the very consumer who is the store's customer. And because the retailer realizes that he must be aware of a name which an entire industry is pushing, we get constant inquiries from the retail and wholesale field, highwater being fifty inquiries from fifteen States in three weeks.

(5) The final part of our merchandising plan—the last step of backstage merchandising which completes the *mise en scène*—is consumer advertising. With the backdrop painted, with all players in the durené drama knowing their roles, our advertising then raises the curtain to the public and seeks to start that sympathetic durené buying wave which, because each

player knows his part, carries back through retailer, wholesaler, and manufacturer to producer of yarn.

Consumer advertising, which we are carrying on in five general, women's, and women's class magazines on a staggered monthly schedule, is basically educational copy. But while its purpose is to acquaint women with durené as cotton with additional merit gained through mercerizing, we do not talk yarn. Instead we talk about finished garments, about socks, stockings, underwear and dresses, of durené.

Results of this intensive backstage merchandising plan show themselves in the one way which I believe is important. That is, backers of the movement have increased their sales and because of this intend to double their advertising and promotion appropriation.

This summary bears out my original statement of the need for thorough backstage merchandising if a new name or product is to be successfully launched, for without stress on such merchandising how completely apathetic would all factors be today toward durené?

As it stands, we well know that our figure of one-third consumer advertising to two-thirds trade merchandising will, at the end of the second year as gauged by our first year's results, be raised to 50-50. Then with retailers, garment manufacturers and fabric manufacturers advertising durené at the same time, our intensive merchandising actually will have created more advertising for the durené product and name than we could buy with our own entire appropriation. While behind this advertising will be the wholehearted support of all trade factors from retail counter to mill door working actively for their own profit.

### Spruill-Cordon Paint Works Organized

The Spruill-Cordon Paint Works, Inc., has been organized with headquarters at Miami, Fla., to manufacture paints, varnishes and aluminum paints. N. C. Cordon, formerly with Pratt & Lambert, Inc., Buffalo, and the Boston Varnish Company, is vice-president and general manager. W. A. Spruill is president and W. E. Spruill, Jr., secretary and treasurer.

# "This Business Can Get Along Without You"

George P. Powell Gives an Employee to Understand That No One Is Indispensable

## Fourteenth Episode

IT had always been the rule that a member of the firm should open the mail. This was the special duty of the third partner, Mr. Moses.

So seriously did he take this work that, for more than twenty years, he never took a regular vacation, depending upon two afternoons per week for three months. In the busy season, it was sometimes nearly noon before the task of opening the mail was completed.

One Monday morning, the mail being extra heavy on account of directory work, Mr. Rowell had to wait until after eleven for a much-wanted letter—he did not like it.

On Thursday I was called to his desk and told that, in the future, I was to open the mail. For as much as half an hour, Mr. Rowell admonished me as to the responsibility attached to the task.

"You will read much and know much that must be regarded as strictly confidential—I depend upon you to keep a closed mouth. Your salary will be increased \$3 per week, but you must have that mail open, large or small, and on the various desks, by nine o'clock so that each department may get right to work at the opening time.

This is the fourteenth of a group of sixteen articles relating to George P. Rowell, the old-time advertising agent. The articles are appearing in consecutive issues. They were written by an advertising man whom Mr. Rowell employed as a boy.

"I do not know how you will do it. You may have to get here at seven, six or even four in the morning. That will be your problem. You will start with the noon mail of today."

*HOW many men have continued plugging away at their jobs when their health was at stake simply because they were positive that things would go to pot were they to quit?*

*It is so easy to fall into the habit of thinking that one is indispensable—and it is so hard to drop the habit once it is acquired.*

*When George P. Rowell discovered that the author of this series—whom he employed as a young man—had got the impression that the business could not run along without him, he corrected him in a charming way.*

It so happened that I had made all arrangements to leave the office the next evening, Friday, to spend the week-end with a party of eight, at Niagara Falls. This I cancelled immediately.

Monday morning Mr. Rowell arrived at the office promptly at nine. I was able to report an almost perfect result, which pleased him greatly.

About an hour later he came to me questioning: "I thought you were going to Niagara

Falls to be gone until this morning?"

"Yes, sir, I was, but in view of the new responsibility, I thought you needed me here," I quickly responded.

"Oh, you did, did you? Well, just the moment a man thinks I need him, that is the moment I do not need him.

"Now you go to the cashier, get two weeks' salary and go to Niagara Falls tonight—stay as long as you want to and your funds will permit.

"Much as I appreciate your consideration of my interests, I hardly think any great loss will result from your absence. Remember, none of us is indispensable to the regular course of life."

A unique way of imparting a lesson that held down vanity as to one's importance.

# Still the Same Story!

Again these shrewd space-buyers★  
favor The CALL-BULLETIN over  
all other San Francisco newspapers.

## Department Store Advertising

7 Months » Jan. 1st to July 31st, 1930 » Media Records, Inc.

The CALL-BULLETIN (6-day) 1,164,625

2nd Paper (eve. daily) . . . . . 851,974

3rd Paper (morn. & Sun.) . . . . . 554,601

4th Paper (morn. & Sun.) . . . . . 227,444

Advertisers may  
use

**COLOR**

in the Saturday  
Home Magazine  
of The

CALL-BULLETIN

★Department stores don't guess —  
they check the facts. They judge  
newspapers by cash-register per-  
formance. Month-after-month,  
year-after-year, they have awarded  
The San Francisco Call (now The  
CALL-BULLETIN) dominant lead-  
ership in linage.

SAN FRANCISCO'S LEADING EVENING NEWSPAPER

# *The* CALL-BULLETIN

■ DOMINANT IN ITS FIELD ■

Represented in

NEW YORK by Herbert W. Moloney . 342 Madison Avenue

CHICAGO by John H. Lederer . . . . . Hearst Bldg.

LOS ANGELES by Karl J. Shull . . . Transportation Bldg.

DETROIT by R. M. Miller . . . . . General Motors Bldg.

# The Gloomy Economists

When Will They Start Examining Facts Instead of Uttering Opinions?

By Roy Dickinson

THE reason wages should be reduced, say some of our more gloomy economists, is that the cost of products would be reduced soon after and everybody, including the workman, would be better off.

It is all very simple.

Almost as simple as "the immutable law of supply and demand" that some people are fond of quoting to end arguments.

Under this last law, a new group of buyers stands ready to step in and purchase commodities at every point down, the number of prospective customers increasing at every new low level.

The fact that neither Mill nor any of the other classic economists ever promulgated any "law" of the sort, and that what really happens in a glut is that people stand aside hoping to secure something for nothing if they wait long enough, bothers these argument-enders not at all. "You can't get around the law of supply and demand," they say and let it go at that—with wheat rotting because of too great supply in one Western county and thousands in a county in China starving to death for lack of wheat.

The *Clothing Trade Journal* tells me that the labor cost on a suit of men's clothes retailing at \$30 is approximately \$5. Most of the economists who want wages immediately to follow lowered commodity prices, point out that the Washington weighted index of twenty-six articles of food on which prices have been obtained shows a drop since last summer of 9 per cent. This was just before the drought caused vegetables, eggs, some meat, and milk to go up, but anyway they point to a 9 per cent drop. So wages must come down 10 per cent, they insist.

Then, according to these chart-redding wage experts, the manufacturer of articles bought by the public, would reduce his prices by 10 per cent, the consumer (and under this theory the consumer is never

a man who works for wages) would start to buy and everything would be sunny and happy again in our wobbling world.

But labor cost is not the whole cost. Let us see, for example, how it works out in connection with clothing.

On the supposition that every manufacturer would immediately pass on to the consumer his supposed saving from lower wages, we would have a total saving not of 10 per cent, but of 10 per cent of 16 $\frac{2}{3}$  per cent or 50 cents. And the economists of this particular school ask us to believe that crowds would flock to the doors of a retail store which announced that, due to a wage cut in the plant of the manufacturer, the retailer was able to offer for sale a \$30 suit at the bargain price of \$29.50.

Every student of wages knows that in the building industry there are specific cancer spots where wages are being paid for poor work—and in some cases no work at all. This situation has come about from racketeering, where some of these people, in connection with corrupt local union officials, have seized control.

But to use conditions in this one industry to base a suggestion that all wages should be reduced, as one writer recently did, is decidedly ridiculous. There has been racketeering in the price of eggs also, according to recent testimony in New York.

Moreover, in spite of what some of the more learned writers have said, it seems to me that with 29,000,000 wage earners in the United States, some of them must buy men's suits made by other workers. I can hardly conceive of brokers, bankers, or even economists making up the market for suits that retail at \$30.

The worker in our clothing shop who has just been advised by means of his pay envelope that he will receive 10 per cent less, goes

# "THIS WEEK IN STEEL"

Important News at a Glance



THE digest called "This Week in Steel" enables the busy executive, who has a limited time at his disposal, to "high spot" the week. Then, it refers him to other pages where the information is treated in detail.

In addition to digesting the editorial contents in the first two editorial pages, the main editorial contents are presented from an interpretive standpoint. In this manner, various data are presented more effectively with the use of less words, thus making the publication more valuable and attractive to the reader.

These improvements in editorial func-

tioning and presentation enable readers to secure the desired information in less time than it required in Iron Trade Review, thus compensating for the additional time spent in reading advertisements. This permits the present intermingling of editorial and advertising pages without imposing on the reader's time.

The advertisement that is not seen is not read, and consequently is of no value to anyone . . . not even to the publisher because the advertising cannot be of long duration.

We would be pleased to present these new outstanding advertising values more in detail.

Old enough to know the great traditions of steel . . . young enough to lead the industry in a modern age.

## IRON TRADE REVIEW STEEL

A PENTON PUBLICATION  
CLEVELAND

Published Every Thursday

BRANCH OFFICES: NEW YORK • PITTSBURGH • CHICAGO • SAN FRANCISCO • LONDON

Other Penton Publications:

Daily Metal Trade • The Foundry • Machine Design • Abrasive Industry • Automotive Abstracts • Marine Review • Power Boating



## FLEXIBILITY

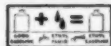
THOSE darting swallows . . . shifting pace and direction in a flash . . . that's flexibility!

And users of Ethyl Gasoline know what flexibility in a motor car means. For in any motor, large or small, new or old, the Ethyl anti-knock compound in Ethyl Gasoline means fresh alertness, instant response, and ever-dependable extra power.

Ethyl anti-knock compound was developed by General Motors Research Laboratories to make possible the new engines of high compression. But Ethyl makes any car a better car. Try a tankful this weekend. Ethyl Gasoline Corporation, Chrysler Building, New York City.



Wherever you see the Ethyl emblem it means gasoline of high anti-knock quality.



© E. G. C., 1930

# ETHYL GASOLINE

# ETHYL

*goes to college*



● Low, sleek roadsters with lowered tops . . . big sedans . . . little coupes . . . on the campuses of a thousand colleges purr contentedly on ETHYL Gasoline—just another indication that our very own world of readers—and what a tremendously important market it is—insist on the best in everything.

ETHYL, to these keen young Americans isn't just another co-ed . . . but no campus queen could be more popular than ETHYL Gasoline—popularity existing among young men and women alike, and deservedly so, for ETHYL Gasoline represents to thousands of students both an economy and a means of better motor car performance.

There are countless other manufacturers who are exploiting this market—canny business men who realize the fertility and buying power of the college world—advertisers who are building customers for fifty years to come, for they know where youth lives . . . in the pages of COLLEGE HUMOR.



# College Humor

## M A G A Z I N E

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# ***There is a "Millionaire Market"***

***A circulation for which  
there is no substitute***

**I**f your logical market is to be found among people of more than ordinary means—if you sell the rich man's playthings or necessities—you can be sure your advertising message will be seen and read by the greatest number of such people if it appears in **THE BARRON GROUP**—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly*.

Here is a circulation for which there is no substitute—a circulation of national scope which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers. Advertising placed here reaches the greatest number of people of more than ordinary means when they are reading for dollars and cents reasons. These are the people who have the most to spend as individuals on luxuries and necessities.

There is a "millionaire market"—and here it is!

***A special rebate covering all three papers of***

**THE BARRON GROUP**

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

## ***The BARRON GROUP***

**The Wall Street Journal**

**Boston News Bureau**

***Barron's, The National Financial Weekly***

out joyfully to buy a new suit. He has read how much better off he is going to be. And he finds he can save 50 cents. His pay envelope is \$3 thinner. That is all very simple, the gloomy school of economists tell me; he must dispense with luxuries. This clothing worker has no automobile, not on his wages. Nor a radio set. So he had better take out his telephone—that must be what the economists mean. There are now 13,000,000 other families that have no telephones so he won't be lonesome. Or he could rip out his bath tub and join the 4,000,000 others in our cities alone who have to take a sponge bath on Saturday night.

As a matter of fact all economists do not have the same opinion as those of the gloomy school.

Frank A. Fetter, Ph.D., LL.D., professor of political economy at Princeton, defines economics as "the study of men earning a living," and again "economics must be understood as a social study for social ends, not a selfish study for individual advantage. Economic principles are but the general statement of those ideas which have been approved by the experience of business men, of statesmen and of the masses of men."

It is only when some economists forget these fundamentals, dream out "laws" in a closet and then make *ex cathedra* statements of advice to business men which are definitely against the welfare of mankind, that the average citizen has a just reason to doubt them, and disagree with some of their handed-down-from-above opinions.

I have mentioned the labor cost of clothing. Here is one from another industry.

Lawrence W. Bass, executive assistant of the Mellon Institute of Industrial Research, in a careful study of wages and production costs which he wrote recently for *Chemical and Metallurgical Engineering*, after producing four charts portraying the ratios of wages to added values for a group of industries, and also especially to divisions of the chemical industry, comes to these conclusions:

"It is demonstrated by these facts that in the chemical industries

wages and salaries are a minor cost component in comparison with other industries in regard to the value added to raw materials by the process of manufacture. A similar relationship exists in this group between wages and material costs. The opportunity for effecting further savings in costs of manufacture in this field therefore appears to lie in decreasing the overheads or in employing cheaper raw materials."

It is a curious fact that whenever a careful search for facts is instituted in almost any industry, conclusions appear as a logical sequence which are decidedly at variance with the opinions expressed so freely by writers who call themselves economists.

It seems to me that at a time of change like this, economists should deal more largely in research and facts.

They should consider such a fact as the total lack of purchasing power due to unemployment and such a statement as that made by William Green, president of the American Federation of Labor, in his recent address in which he said:

"Equipped with all the facilities for efficient and economic production, ready to produce in volume sufficient to meet all human needs and social requirements, industry is idle or partially idle simply because a consuming market, represented by millions of workers, cannot buy, absorb and use all the goods which industry produces.

"Such a situation calls for balance and equilibrium; the application of a remedy which will cause to be set in motion the buying power of the masses of the people, who not only need but who are eager to buy all the goods which the market can supply.

"There is no reason for the existence and continuation of such a false and unsound economic condition. The cause of such a state of affairs is directly traceable to human failure to seek and apply a remedy for unemployment. Employment in private industry can be stabilized through the application of scientific production and sales methods and through systematic planning over longer periods. This

would require special consideration and application in over-developed industries which have not fully recovered from the effects of the World War.

"The consuming requirements of industry are very great. Interruption in the consuming power of the people is immediately reflected in the reduced volume of goods sold. This in turn results in unemployment and economic confusion.

"Steady, continuous employment with an annual income for wage-earners would overcome this condition. Workers would buy and use if they knew they would be guaranteed continuous employment with annual income. They would plan over the yearly period rather than the daily period. They would avail themselves of credit facilities and thus their annual buying and consuming power would be exercised beyond their annual earning power. Here is where management can serve industry through the application of orderly planning of production over a yearly period. This can be done, because it is being done by some progressive employers. If some can do it, all can do it, exclusive of the purely seasonal industries."

Many a manufacturer, by adding a new product to his line, by better merchandising and advertising, has also managed to take his business out of the seasonal class.

It would be a constructive act if some economists came out of their closets and applied their historical and social knowledge to a more careful study of unemployment, its causes and remedies.

How they expect to help the social welfare by an attempt to stampede business men into a general wage cut when so many potential consumers have no purchasing power at all is beyond my poor comprehension.

Those people who look ahead instead of backward, realize that neither economics nor management is a science apart, that individuals can and do help make their own circumstances, that fear is a real emotion and can do much harm, that courage and resourcefulness have taken us out of previous bad periods at the very time the gloomy

economists were telling us how much worse things were going to get and how the world was certainly going on the rocks this time.

Here is Paul Block, for example, over a signed editorial which appeared in his string of newspapers:

Employers and public can now speed recovery.

There is no greater obstacle to the rapid recovery of business than fear—fear that the depression is not yet over, that retrenchment is not finished, that a job is not secure.

There are millions of people in the country who are comfortably fixed, who have money in savings banks, and who are well able to buy the things they need. But they are uncertain of the future, and therefore, are holding off. They fail to see that by that very course they are retarding the business recovery which almost every sign indicates is on the way.

Employers should give definite assurances to their employees that no further reductions in their forces will be made from now on. This would remove worry, establish a high morale among the workers and stimulate public confidence. A little more courage and positive resolution at this point by employers will keep up the country's purchasing power, send people back into the stores to buy and bring new orders to the nation's industries.

The public must also do its part. This is no time to hoard. The expenditures of funds in hand for needed goods would speed up industry. Savings kept up in a normal manner are desirable, but proper spending will not only help industry but the workers as well. Through these increasing purchases the retail stores as well as the manufacturers will benefit, more employment will be created and, consequently, everyone will share in the greater prosperity.

The public as well as the employers of labor should stop looking backward and look ahead. The fall of 1930 should see more than the usual upturn that comes with the season. It should inaugurate another term of substantial progress and prosperity for all the people.

This can definitely be accomplished if the manufacturers and merchants will agree not to reduce further their forces nor to reduce wages, and if those of the public who can afford it, whether it be the working man or the millionaire, will now make purchases without fear or delay.

To those gloomy writers who will say that this is merely a pious wish, I can show careful studies made by economists of the other, more modern school, which prove conclusively the close relationship

between high earned wages and sound business. Many other publishers are looking forward, using sound words to help banish fear. Among several based upon sound psychology and common sense may be mentioned that of the *St. Louis Star*, which is using front page editorial material to help banish fear.

If the gloomy economists, on

the other hand, are still intent on looking backward, let them look back to 1922 when the most persistent attack on wage scales by one group of manufacturers, and the most pessimistic predictions by some of these same economists, were interrupted by a sudden revival of industry which drove them into comparative silence until this year.

## Advertising Coffee with a Joke a Day

Small Space Newspaper Campaign Contains No Selling Copy

IT is often possible to accomplish more in creating good-will for a product by entertaining the public in print than by constantly advancing selling arguments. This has been the experience of the James Van Dyk Company, manufacturer of Van Dyk coffee.

Realizing that people buy things in order to make life more enjoyable, Van Dyk not only tells men and women in its advertising that Van Dyk coffee is blended to please their palates and elevate their spirits, but goes a step farther and runs copy which is designed to do the same thing. Every day in the cities where this coffee is sold, an advertisement appears in preferred position. Measuring twenty-eight lines in depth and titled "Today's Smile," it contains a different joke daily.

At first it was planned to run a series of historical facts in these advertisements, tying up with the historical background of the Van Dyk company, which dates back to 1760, but this idea was rejected because it lacked the human appeal, the entertainment feature, which humor provides. The success of the comic strip in newspapers and of comedy acts in the movies, on the stage and over the air seemed to this company to be convincing proof that nothing succeeds like laughter. George M. Cohan's famous statement, "Always leave 'em laughing when you say good-bye," has as much meat



"Where did you get that funny dog?"

"It's a police dog."

"I never saw a police dog that looked like that."

"He's in the secret service."

**VAN DYK**  
DUCHESS  
**COFFEE**

**"A SIP IS AS GOOD AS A SMILE"**

in it for the advertiser as for the actor.

The jokes which appear in this campaign are run simply to produce smiles. There is no attempt to have any one of them illustrate or suggest a sales point for Van Dyk coffee. The only selling copy in the advertisements is a phrase which runs under the name slug, "A Sip Is as Good as a Smile." The company goes in for serious salesmanship in larger space on the food pages, and the Van Dyk coffee story is told in straightforward copy, based on quality and taste appeal.

Advertising and publicity concerns, financial houses, railroads, in fact almost any large business whose success is dependent upon an oligarchy of men, would find in it an ease of operation, and a means of keeping their business abreast of the times.

# Changing the Course of a Business Through Advertising

How One Company Capitalized Its Obstacles and Profited from Its Difficulties

By R. W. Clarke

IN these days when so many great merchandising changes are in the making, it is instructive to glance back briefly through the advertising history of the last fifteen years; perhaps an idea can be gained, or even an inspiration.

Take Albert Pick & Company, now Albert Pick-Barth Company, Inc., of New York and Chicago.

In 1914 the character of the business of this company was clearly defined. Its future was promising. Its sales had reached the \$3,000,000 mark.

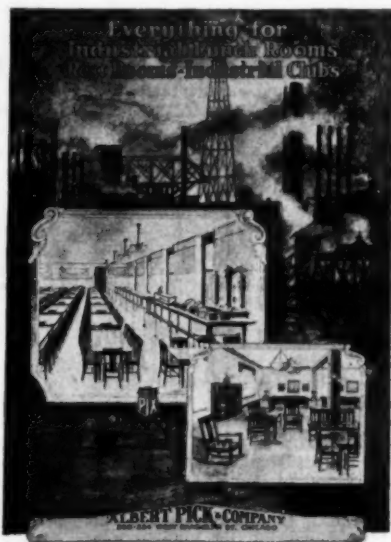
In 1921 sales had increased to \$15,000,000. And in this seven-year period the company had weathered one of the severest problems to be found in modern business. It had also exploited and created new markets which had not even been considered in 1914.

In 1914 Albert Pick & Company were providing furnishings and equipment for hotels, restaurants, clubs, institutions, soda parlors—and bars. A large part of its volume consisted of bar accessories. This was four years before National Prohibition, yet already many States were voted dry, and many hotels were facing a serious loss of income (the bar was almost always the most profitable department of the hotel). The loss in revenue to the company, through the closing of an increasing number of bars, threatened to be vitally serious.

Long before 1918, then, there began to appear in hotel publications Pick advertising matter de-

scribing methods of supplanting the bar. The material was prepared by authorities and showed how leading hotels were solving this difficult problem. The solution offered was a lunch room (or cafeteria, or coffee shop). If we think back a few years, we recall that lunch rooms or cafeterias were unheard of in the better hotels. Today they are the rule in even the finest houses.

The campaign was aimed not only at the hotel bar, but at the independent saloon. If all the bars had simply closed their doors with prohibition, Albert Pick & Company would have faced a loss of at least 30 per cent in volume of business. As matters worked out,



An Insert Which Appeared in Four Industrial Publications Some Years Ago Featuring Employees' Lunch Rooms



**Forward Pass!** Every neck is craning, every eye intent upon the sailing oval. Will he catch it? If he doesn't—no gain!

Launching a mail campaign is much like that. Be sure to select a paper competent to take your message and "put it over." CHIEFTAIN BOND is that kind of paper. Lots of zip! Dashing colors! Plenty of stamina in its raggy texture! Depend on it to score for you with least expense.

This quick-drying stock, noted for its perfect performance on typewriter, multigraph or press is not to be confused with "cheap" papers, despite its economical price.

Send for samples of Chieftain Bond to-day!

# Chieftain Bond


*Use envelopes to match your stationery*

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

*Neenah, Wisconsin*

STOCKING BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Names

GLACIER BOND  
STONEWALL LINEN LEDGER  
ABSOLUTE LEDGER  
PASTORAL LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# A Late Survey of Business Conditions

*Indicates that the Spokane Country "Line"*  
**Is An Opportune Market for Pushing Sales**

## Spokane Country Significant Business Conditions Facts—Briefly:

1. **Wholesale Groceries:** Six months 1930 gain Spokane Country 5%, compared with 2.3% loss for Twelfth Federal Reserve District. June—17.2% increase, compared with .01% decrease for district.
2. **New Automobile Sales:** Five months 1930 Washington, Oregon and Idaho decrease only 9.1%, compared with 21% for the United States—loss less than half of average for country.
3. **Wholesale Drugs:** Sales six months 1930 slight gain over 1929.
4. **July Building Permits:** Spokane July, 1930 breaks all its records for same month (not due to any one large project).
5. **Spokane Bank Deposits:** While deposits showed loss for the first three months, there was over \$4,000,000 gain during three months ending June 30th, making the gain in deposits for six months \$1,181,000 over 1929—just a "hard, cold cash barometer" of decided upward trend. Spokane bank transactions June beat last year.
6. **Spokane Savings and Loan Dividends:** Six months 1930 4% ahead of 1929.
7. **Electrical Appliance Sales:** Washington Water Power Company, serving 128 communities throughout Spokane Country, reports 21% increase in sales first six months 1930.
8. **Wholesale Hardware:** The largest Spokane wholesale hardware company reports collections first six months this year  $7\frac{1}{4}\%$  better than 1929.
9. **Largest Spokane Department Store** reports June business beat June, 1929.
10. **National Chain Stores—Spokane Branches:** Woolworth's Spokane stores (same number Spokane stores as last year) report nice increase dollar value of sales first five months. Eastern Outfitting Co., Pacific Coast chain ready-to-wear, reports sales Spokane store show increase every month this year compared with last. Feltman & Curme, (chain shoes) report sales first six months 15% greater than last year.



### COWLES PUBLICATIONS

WASHINGTON FARMER,  
 OREGON FARMER, IDAHO  
 FARMER—Over 110,000 Not  
 Paid Circulation, 83% UN-  
 duplicated with Any Other  
 Farm Paper—In a Field with  
 Farm Buying Power 41%  
 Above the Nation's Average.

Write or Wire  
 for 1930-31 Edition

**"Market Facts  
 About The  
 Spokane  
 Country  
 and Pacific  
 Northwest"**



(Many recent letters  
 indicate that hundreds  
 of keen sales and ad-  
 vertising executives use advantageously this unusual market facts book for planning not only  
 Spokane Country but Pacific Northwest sales and advertising.)

vertising executives use advantageously this unusual market facts book for planning not only  
 Spokane Country but Pacific Northwest sales and advertising.)

**"Win the Urban-Heart and Cultivate the Farm-Backbone of the Pa-**  
**FARM WEEKLIES—and Th**

11. Publisher (J. voting se cities co of reason fluctuat who may holding it is sign (Editor SPOKES June and less tha tabulate 12. Paper Northw of the m in this crops g age—c vertising showed 13. the larg ing tha SPOKE classific in the c

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# Business Conditions as They Are

## Country "Lincoln...the 50th State") Shipping Sales This Fall-Winter

Business

entry 5%,  
—17.2%

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States—

1929.  
records

for the  
ending  
1929—  
bank

990 4%

Com-  
21%

wardware  
in 1929.  
beat

worth's  
of sales  
Spokane  
shows)



**11. Retail Advertising:** Editor & Publisher (July 26th and August 23rd issues), in devoting several pages to newspaper lineage for seventy cities compiled by Media Records, Inc., state one of reasons for publishing tabulations monthly is that fluctuations have value for the alert space buyer, who may find in them reasons for placing or withholding a campaign in certain localities. Therefore, it is significant to note by Media Records figures (Editor & Publisher) that retail advertising in THE SPOKESMAN-REVIEW and CHRONICLE for June and July showed a loss of only 7.2%, or 16.5% less than average decrease for all seventy cities tabulated.

**12. Agricultural Conditions and Farm Paper Lineage:** Again in 1930 the Pacific Northwest, comprised of Washington, Oregon and Idaho, stands out as one of the most favored and fortunate districts in the United States. No drought in this section. Therefore, fortunate conditions mean 1930 yield of many crops greater than 1929. Even normal buying power 41% above nation's average—comparatively speaking, this fall and winter will be tremendous. Advertising lineage in Washington Farmer, Oregon Farmer and Idaho Farmer showed gain for June and July of 26.4% over last year.

**13. General or National Display Lineage:** While newspapers of the larger cities of the Pacific Northwest for six months made a better showing than average for the country, or most any section of the country, THE SPOKESMAN-REVIEW'S and CHRONICLE'S comparative lineage in this classification was far ahead of the average showing for newspapers published in the other three large Pacific Northwest cities.

Through the combined 95,000 (86% UNduplicated) circulation of THE SPOKESMAN-REVIEW and SPOKANE CHRONICLE, you secure 98.1% home-delivered coverage of Spokane's metropolitan area and reach nearly all the 102,247 urban families of the Spokane Country.

CHRONICLE GENERAL ADVERTISING BUREAU

**THE SPOKESMAN-REVIEW**  
MORNING, WEDNESDAY, SUNDAY

**Spokane Daily Chronicle**  
EVENING WEEKLY

COVER SPOKANE AND THE SPOKANE COUNTRY LIKE THE SUNSHINE

SPOKANE DAILY TIMES—SUCCESSOR TO TWICE-A-WEEK SPOKESMAN-REVIEW

Members of the Associated Press

Members of The 100,000 Group of American Cities

**102,247**  
URBAN FAMILIES

**95,000**  
CIRCULATION  
86% UNDUPLICATED

the Pacific Northwest Through the SPOKANE DAILIES and STATE  
Market is Largely Yours."





**"Who is that guy?"**

**"S-s-sh! that's the new super—  
WATSON"**

Watson\* just recently resigned the presidency of a firm of consulting chemical engineers to become superintendent of a dyeworks. As is usual with chemical engineers, he has had several titles in his various positions, but he has never passed beyond the confines of his profession—chemical engineering.

This movement of chemical engineers back and forth in the Process Industries is easily understandable and can be simply explained. The problems of production in these closely-knit and inter-related industries, no less than processes and equipment, are so basically similar that only men of a certain type of technical training and experience can handle them. They all fall within the province of the chemical engineer.

In the solution of their production problems chemical engineers require machinery, equipment and materials.

They are consequently, the key men who control your sales. And the STRAIGHT LINE way to sell them is through "Chem. & Met.," because they pay to have it follow them wherever they go. The sales contact made through its advertising section is a direct current that is never broken.

\*Of course this isn't his real name, but we have in our files this employment record of an actual chemical engineer:

Development Engr....Coal Tar  
Chem. Engr....Pharmaceuticals  
Pres....Consulting Engineers  
Superintendent.....Dyeworks

## **Chemical & Metallurgical Engineering**

*A McGraw-Hill Publication*

**Tenth Avenue at 36th Street  
New York, N. Y.**

the company's sales to bars alone were multiplied several times. Kitchens, food service equipment, soda fountains and a host of supplies were purchased for the transformation that was necessary in face of the Volstead act.

Eliminating for a minute the speakeasies which now seem to be the style in certain large cities, consider the number of bars which have been transformed into "men's grills." Many of them are soda parlors or sandwich shops. John P. Harding, in Chicago, has built up a national reputation for his grills, the first of which were converted bars.

Thus what might have been a calamity turned out to be a magnificent profit opportunity for the company.

Prior to 1914 a few large industrial plants offered their employees some sort of lunch service. These were generally the concerns in out-of-the-way locations, where restaurant facilities were scarce. No one yet, however, realized the real importance of the industrial cafeteria.

Frank G. Ball, then advertising manager of the company, saw the possibilities of this field and set about developing interest in employees' lunch rooms. Considerable research was first made into the benefits which the company would enjoy through the furnishing of warm, wholesome food to employees. The records of industrial engineers revealed that a man was a better worker if he had a warm lunch—that his health was better and his record of production was greatly augmented. It was thus shown that the employees' lunch room was not a mere eleemosynary gesture, but was actually an important investment from a production standpoint—that it was profitable to have the company's men well fed.

Another phase of this subject was related to the labor turnover problem, which was increasingly acute during this period. It was pointed out that employees who were well fed were happy and were less likely to drift from job to job. The cost of labor turn-

over was a serious one. It was not hard to show how a cafeteria would reduce it.

Following up its general program, the company used colored inserts and black and white pages in the industrial publications. Business from this source grew to extremely large proportions, individual orders ranging from \$1,000 to \$100,000. Employees' lunch rooms were sold to such well known concerns as the Westinghouse Electric & Manufacturing Co., of East Pittsburgh, for whom was installed the largest cafeteria in the world; Hart Schaffner & Marx; Washburn Crosby Co.; Standard Oil Co.; Armour & Co.; and hundreds of others.

Employees' lunch rooms undoubtedly would have come into vogue without the sponsorship of Albert Pick & Company; but the fact is that the company focused attention on them at the crucial time. It in turn derived a considerable business for pioneer work in this field. Even in these days when labor turnover is not a bugaboo, a large industrial plant considers its cafeteria or lunch room an important part of its activities.

Mr. Ball then ventured into another field which gave promise of equaling, if not surpassing, the industrial market. This was the public school. A few schools were serving so-called penny lunches, but the idea was not yet general and educators were far from convinced that a school required a cafeteria.

Today, the importance of a school lunch room is accepted. The fact that children require hot lunches in pleasant surroundings is not open to question. The day is passing for the lunch box, or the hastily consumed "hot dog" and ice cream cone at the corner wagon.

And this development was in large measure due to the vision of an advertising man.

The first step was the careful investigation and tabulation of the results obtained by schools which had so intelligently pioneered in the serving of lunches. Many of these were small rural schools. The facilities afforded were gen-

erally meager and incomplete but they formed a nucleus for the idea. A report of these findings was published in the school magazines and was later incorporated in a brochure sent out by the company.

The school field represented what can only be called an unwilling market. Educators were extremely reluctant about engaging in a project which carried them, as they thought, so far from the basic principles of education. What did they know about the serving of food? To overcome this important hazard the company prepared plans and specifications for standardized lunch rooms. This showed the school authority exactly what would be required to establish a lunch room that would fit his school's requirements. Complete prices were given for everything including glassware and silver, so that the educator knew in advance just what should be provided. He could, if he wished, order Standardized Lunch Room No. 2, have it installed, and see it in operation within a few weeks.

It is true that most schools, when they investigated, eventually ordered lunch rooms which were designed to their special specifications, but in each case the standardized plans had given them a basis from which to work—a footing in an unfamiliar field.

Today there are few high schools in either rural or city communities which do not include provision for hot lunches for students. The Pick company and its associate, The John Van Range Company, are still leaders in this field, due partly to their early pioneering. The John Van Range Company continues the work by publishing a monograph on school food service. Copies are sent free to architects and school boards.

In one other direction did the company extend itself. In some ways this was the most ambitious and resultful part of the program of expansion. The results are known as the apartment hotel.

A brief visit which Mr. Ball made to California was responsible for the germ of the idea. No one except him took it seriously,

however. In California the constant tide of tourists who wished to stay a month or more created a demand for apartments of moderate rentals, which were completely furnished and offered facilities for preparation of food. One or two enterprising builders had created apartments which were condensed in size (people were expected to be outdoors most of the time anyway), and were equipped with miniature kitchens. This was the beginning of the kitchenette apartment. A further detail which caught Mr. Ball's fancy was the disappearing bed.

Architectural publications, building papers, and general magazines were interested in this new development. And they were provided with copious material delineating the future possibilities of the apartment hotel. One or two apartment hotels arose in Chicago and their success (for they had a real success) was heralded far and wide. Meanwhile, Albert Pick & Company perfected a disappearing bed of exclusive design and developed a wide range of kitchen cabinets. This business grew to such proportions that it resulted in the formation of a separate company.

The great difference between apartment buildings and apartment hotels is that the latter are furnished complete. This means that apartment hotel owners provide not only the necessary furniture, but also glassware, silverware, linens, and kitchen utensils. It is easy to see what a vast market was opened here.

There were other sallies made by the company into new territory, such as the church market. With the tendency to develop the church into a community center, there was reason that it should have furnished parlors and practical kitchens for the preparation and service of food for banquets. A glance at the plans of any modern church will show how far this plan has developed.

This, in brief, shows how one company opened new channels of business. It may indicate one function of advertising.

AS LONG AS BEAUTY  
IS A SALES APPEAL

# UNDERWOOD PHOTOGRAPHS WILL BE SELLING PHOTOGRAPHS



Made for the H. K. McCann Company, for  
the advertising of New Mix tooth paste.

When hard cold facts alone can sell goods, when human emotions cease to be a factor in advertising, when women lose their vanity and men lose their desire—then Underwood & Underwood photographs of beautiful women will cease to be *selling* photographs! But in the meantime, as long as Beauty remains one of the strongest and surest appeals in advertising, Underwood illustrations, *selling* photographs, will sell goods for you.

*Out of town clients particularly should note that we are equipped to furnish fine illustrations at a distance on very short notice.*

250 WEST 53<sup>RD</sup> ST-NEW YORK-N.Y.  
113 NORTH WABASH AVE-CHICAGO-ILL.  
11 WELLINGTON ST-E-TORONTO-CAN

## UNDERWOOD AND UNDERWOOD

# U. S. Steel Gets a Family Trade-Mark

The New Mark Will Tie in the Products of All the Subsidiary Companies

"**W**HY doesn't the United States Steel Corporation advertise?" is a question that is often asked. The answer is that U. S. Steel does advertise—not directly, but through the activities of its subsidiary companies. The corporation itself is purely a holding unit and not a manufacturing or marketing organization. The subsidiaries, however, have never been prominently connected with the parent company in the public mind and there has never been a means of inter-company identification that might assign the central prestige of the combined interests to the many products of the various companies. To achieve this purpose the corporation has adopted a trade-mark that will be featured in future advertising and promotion work of the manufacturing companies.

The manufacturing companies have always carried the line "Subsidiary of the United States Steel Corporation" in their advertisements and this served after a fashion to tie them in with the reputation of the U. S. Steel name. But the new trade-mark will do this in a more instantaneous and commanding manner and at the same time it will tend to carry the identification to the products of the companies. It is so designed as to be suitable for use in stenciling and branding on steel products and it is probable that at a future date the products themselves will carry the trade-mark as a brand.

The designing of this trade-mark, which was begun about a year and a half ago by a committee of advertising managers of the manufacturing companies appointed for that purpose, presented an interesting and not exactly simple problem.

It had been determined in advance that the mark should be built around the term "U. S. Steel" in order to capitalize the universally used name for the corporation.

Since the trade-mark obviously could not be merely a commonplace abbreviation, the problem re-



*This Is the Unifying Mark That Will Tie Together All U. S. Steel Advertising*

solved itself down to one of suitable design.

A design that was merely pleasing to the eye was not enough. It must have a real objective behind it, be of value in a practical sense and have a feeling of the stability of the enterprise and the quality of the products behind it. Advertising men will no doubt be interested in what U. S. Steel believes to be the qualifications of a successful trade-mark. Here are the standards set up by the committee:

1. **Legibility.** The trade-mark must be easily readable and quickly recognizable, or it immediately loses its value in actual use.
2. **Simplicity.** The mark must not include complicated ornamentation or embellishment.
3. **Character.** The design must have a distinctiveness which will cause it to become definitely impressed on the mind. It must be specific in its meaning and have a distinct memory value.
4. **Longevity.** A trade-mark must not be subject to obsolescence in a few seasons, but have a cumulative effectiveness.
5. **Flexibility.** The mark should be such that it can be used in almost any size and on all kinds of work. It should be adapted not only to printed matter, but for use in branding products and for signs on plants.

# Three Agency Men Comment - - -

"The August, 1930 issue of Dairy Tribune is before me. It is a job very well done, and congratulations are due both from dairymen and advertisers. . . . My opinion is that your record of 40,000 subscribers to date (July 30) with a 60,000 expectancy in October approaches the sensational in the publishing field, particularly in the dairy field."—C. C. Fogarty, Matteson, Fogarty, Jordan Co., Advertising Agency, Chicago.

" . . . Another point which has made considerable impression with us is the fact that you are not soliciting\* advertising until the magazine is well under way. . . . We hope that you will meet with the same success on Dairy Tribune as you have had on Poultry Tribune."—A. G. Ensrud, J. Walter Thompson Company, Chicago.

" . . . Being duly appreciative of the constructive job done by your publishing house in the poultry field, where previously there had been no large unit of A. B. C. circulation, we were very much interested when you announced the editorial scope of a corresponding paper in the dairy industry. . . .

We therefore felt, in view of your past record of success, that your publication would be well adapted to the requirements of this client (Linseed Meal Educational Committee)."

—Wilford York, Dyer-Enzinger Company, Inc., Milwaukee, Wis.

\*Launched—January, 1930; first copy April; refused advertising April to September inclusive; 10 pages already ordered October, first issue to carry advertising; 60,000 concentrated circulation. Dairy Tribune belongs on your 1931 schedule.



## Dairy Tribune

The National Farm Dairy Magazine  
Mount Morris, Illinois

Chicago — J. C. BILLINGSLEA, INC.  
123 W. Madison St. Central 0465

New York — A. H. BILLINGSLEA  
101 Park Ave. Caledonia 0607

# The South...



Shaded portion illustrates drouth area. (A. P. map).

**T**HE early summer drouth brought distress to farmers in limited areas of the South. These areas, however, were so small in proportion to the vast extent of the South as to make little impression on total crop yields for the section. Farm income for the section as a whole has suffered little if any as a result of the drouth.

*Official estimates for 1930 indicate that the Agricultural South will easily maintain its position as one of the nation's primary markets by producing its usual 30.2 per cent of America's cash income from crops and animal products.*

## **The PROGRESSIVE FARMER and SOUTHERN RURALIST**

issued semi-monthly and in five separate editions, is the only publication offering all these advantages:

- 1** Dominant and economical coverage of a primary market.
- 2** Highly localized editorial service—with resultant reader influence—by the largest staff of full time editors of any farm publication.
- 3** Advertising rate of one-half cent a line per thousand subscribers.

One Million net paid circulation guaranteed. Rate, \$5 per line, equivalent to a page rate of \$3.64 per thousand subscribers.

As evidence of this note the following comparisons of the South's farm production and income for 1930 with that of 1929:

**Cotton Production:** On the basis of August 1st condition report and present prices the cotton crop this season, including seed, will have a farm value in excess of \$1,000,000,000.

**Tobacco Production:** The August 1st condition of the tobacco crop indicated a production in nine states of 1,225,865,000 pounds, compared with 1,229,417,000 pounds last year. The farm value of the South's tobacco crop last year was \$223,657,000. A substantial increase in tobacco production this sea-

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**Corn P**  
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Mississ

**Wheat**  
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**Irish**  
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**Sweet**  
compa  
year.

**Rice:**  
with 3

**Fruits**  
month  
ment f  
cars, r  
apples,

**Easter**  
**Weste**  
**Pacific**



# a bright spot on the agricultural map!

son compared with last season was indicated for North Carolina, the largest tobacco producing state.

**Corn Production:** Corn production in the South was estimated at 446,759,000 bushels, compared with 598,240,000 bushels last year. The corn crop in the South was hardest hit by dry weather in Tennessee, Kentucky, Virginia, West Virginia, Arkansas, Louisiana, Mississippi and Oklahoma.

**Wheat Production:** In twelve states was estimated at 87,127,000 bushels, compared with 106,882,000 bushels last year.

**Oats Production:** In fourteen states was placed at 129,139,000 bushels, compared with 123,408,000 bushels last year.

**Irish Potatoes:** 59,681,000 bushels compared with 60,762,000 bushels last year.

**Sweet Potatoes:** 57,400,000 bushels, compared with 75,138,000 bushels last year.

**Rice:** 32,362,000 bushels, compared with 33,960,000 bushels last year.

**Fruits and Vegetables:** During the month of June alone the earlot movement from this territory was 53,680 cars, representing such products as apples, beans, cabbage, cantaloupes,

carrots, celery, cucumbers, citrus, onions, peaches, peppers, watermelons, strawberries, and mixed vegetables.

**Live Stock and Dairy Industries:** The South is continuing to make progress in livestock, dairy and poultry industries. Thru the winter months, following a short feed crop, the South can carry livestock more economically than other sections of the country because of the opportunities for winter grazing crops.

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## Buying power of Agricultural South warrants intensive sales and advertising effort

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The Southern Farm Market . . . the bright spot on America's Agricultural Map—a primary market that enjoys 30 per cent of the nation's farm income—will respond to aggressive sales and advertising effort this fall and winter. Those manufacturers who go after farm business in the South will be rewarded.

With the merger of The PROGRESSIVE FARMER and Southern Ruralist, advertisers are for the first time able to obtain dominant and economical coverage of this responsive market with one publication.

## The Progressive Farmer AND Southern Ruralist

BIRMINGHAM ATLANTA  
Raleigh Memphis Dallas Louisville

Eastern Representatives: Wallace C. Richardson, Inc., 250 Park Ave., New York, N. Y.  
Western Representatives: Standard Farm Papers, Inc., Daily News Bldg., Chicago, Ill.  
Pacific Coast Representative: Edward T. Townsend, 917 Hearst Bldg., San Francisco, Cal.



# The NAME

*must get*

**ACROSS**



"Representing the M-y-r-r-c-o-r-d Company, sir."

"Just a minute! You may have a fine product, young man, but you'll never get a hearing if you muffle your name like that."

"That's my point. You let your trucks, window and display signs muffle your name constantly. Now, I can do a complete, attention-getting identification job that will catch the eye of every possible customer and save money on your present appropriation."

"And that thorough, inexpensive medium is?"

"Meyercord Decalcomania Transfers."

\* \* \* \*

The Meyercord man offers you this service. He can show you nationally known trademarks—familiar to the public through Meyercord Direction—and explain how these decalcomania transfers can make your products or service equally well known.



# MEYERCORD TRANSFERS



The MEYERCORD Co.  
120 S. LaSalle Street  
Chicago, Illinois



# Measuring Sales Potentials

## VII. Limitations of the Correlation Method

By L. D. H. Weld

Director of Research, The H. K. McCann Company

IN this series of articles there has been described a scientific, statistical method for selecting and combining factors that measure general buying power and also those that measure the market for an individual commodity.

The correlation method, which has been employed, is, of course, not new. It has been in use for many years by statisticians, and is described in standard works on statistics. Its application to sales problems, however, is relatively new.

The writer began to use this method in the establishment of sales quotas for Swift and Company in 1925, and that company has been using quotas for its principal products based on this method. Very few other companies have employed it, and there is but little accumulated experience on which to base a final judgment as to its ultimate usefulness.

The whole subject of scientific determination of sales potentials is still in its infancy, but enough has been done not only to prove its applicability in probably the great majority of cases where nationally distributed products are involved, but also to discover certain limitations and shortcomings in the use of the correlation method.

There are three limitations to the use of the correlation method, which may be summarized as follows:

1. Expense and time involved.
2. Lack of data in some cases.
3. Impossibility of absolute accuracy.

### 1

The use of the correlation method involves a great amount of detail work, and consumes a great deal of time. Results should not be expected quickly. Patience is

This is the last of a series of seven articles. The series started with the issue of July 31 and has appeared in consecutive numbers.

necessary. Needless to say, this work cannot be undertaken without the services of an expert statistician. And even expert statisticians, who have had experience in the practical application of the correlation method, are few and far between.

In practically every job undertaken, many perplexing problems arise. Ingenuity, common sense, and accumulated experience are necessary in solving these problems with the least amount of error and wasted effort. There is a temptation for the skilled statistician to wander off into endless by-paths, trying one experiment after another, thus enjoying the use of his technical skill, but losing sight of the real purpose to be accomplished. To be practical, it is necessary to know when to refrain from further statistical refinements and explorations.

These difficulties are not insurmountable, by any means. Very true, it may not pay for a small company to undertake this kind of work; but a company does not have to be very large to make it worth while. There are thousands of corporations spending more money and time on technical research and cost analyses that are no more valuable than a scientific appraisal of their markets would be.

### 2

A serious difficulty sometimes arises in trying to measure the market for an individual commodity. There may be some particular factor that obviously affects the sale of the commodity, but on which statistical data are lacking. For example, this method has been used in measuring the potential market for an insecticide. The principal factor that determines the market for this product is the prevalence of flies and mosquitoes, but unfortunately the Government

has not yet reached the point of including these insects in the census enumeration.

This is the sort of problem which calls for ingenuity. In this particular case, other rough measures of insect prevalence were used, such as amount of rainfall, and length of the breeding season, both of which showed correlation with sales. The results were not entirely satisfactory, but they gave an approximate measure of sales possibilities—a measure that was better than one based on past sales alone, or on factors selected entirely by guesswork.

Sufficient data may also be lacking in connection with a new product, distribution of which is just beginning. In some cases, there may be some obvious factor, like number of Fords, or number of wired houses, which furnishes a sufficient index from the very beginning. If sales of exactly similar products put out by other producers were at hand, these would furnish a good basis; but such data are not available, except in a very few instances. If no data at all are available, it may be necessary to start out with the general buying power index, or some arbitrary combination of factors (the usual guesswork method) and to continue along for perhaps two or three years until sales show a tendency to conform to certain definite measures of market potentials.

The correlation method is probably not generally applicable to raw materials or to manufactured goods that are used by other manufacturers. There are usually other methods available in such cases for intelligent determination of sales possibilities and quotas, and there may be cases where the market consists of small manufacturers, jobbers, and other business houses scattered over the country, where the correlation method may apply. But in general, the method described in these articles is more applicable to consumer goods.

Although the method applies principally to consumer goods that are marketed nationally, there is no reason why it could not be used for a product or group of prod-

ucts marketed in only one section of the country. The market can be measured by counties, and there is no reason why a wholesaler should not be able to evaluate the different parts of his market by using the correlation method.

### 3

Finally, one other shortcoming of the scientific approach is the impossibility of attaining absolute accuracy, although, as will be pointed out below, this should perhaps not be listed as a shortcoming or limitation. At any rate, in the study of the market for any product, there are special local conditions in various sections that cannot be subjected to statistical measurement.

Floods, droughts, strikes in the coal fields, real estate booms, destruction of crops by frost or insects, excessive competition, and many other things may affect sales in particular localities. And for such extraordinary conditions it is generally necessary to make arbitrary adjustments, especially in the establishment of sales quotas for branches or for individual salesmen. The degree of competition is a perplexing matter, and it is often difficult to know just how much allowance should be made for it, especially as each branch manager and each salesman is apt to think that competition in his particular territory is more severe than anywhere else. The co-operation of the sales department is, of course, necessary in this case as it is in the practical application of any measure of sales potentials. In some cases, it has been found possible to reduce competition to rough quantitative measurement, and to apply this statistically in constructing an index of the potential market.

But the fact that complete accuracy is impossible, and that arbitrary adjustments have to be made, is not an argument against the use of the correlation method. Factors chosen and combined scientifically, even if they don't furnish a complete measure of sales potentials, are better than factors that are chosen by guesswork, and combined by giving them arbitrary

weights. At least, the method furnishes a sound basis on which to build. *Better 70 per cent science plus 30 per cent guesswork, than 100 per cent guesswork!*

One other objection may be urged against the correlation method, and that is that it is too complicated and scientific to be accepted by the sales force. In other words, it is better to have inaccurate and unfair quotas that salesmen think they understand than to have scientifically accurate quotas, that are hard to compute and to explain!

But, as pointed out in the third article of this series, the principle of correlation itself is simple, and is not difficult to explain. It is certainly no harder to justify an index or quota made up of factors that have been scientifically proved to measure sales, than it is to get the sales organization to accept a quota made up of factors that have been selected by conjecture. There is little difficulty in explaining the correlation principle to executives. The word "correlation" does not have to be used at all in presenting the matter to others in the organization.

One other point should be referred to again, and that is that territorial evaluation of sales potentials presupposes accurate territorial breakdown of sales figures. When sales are direct to retailers or to consumers, this is easily possible. But when sales are made through jobbers, the sales assigned to individual territories are apt to contain errors, because of overlapping of jobber territories.

This is where the question of trading areas comes up, and it has been pointed out in an earlier article that there is danger in trying to apply any ready-made system of trading areas to the problems of an individual manufacturer. If sales are made to chain stores and to mail-order houses, the question of allocation of sales becomes still more complicated. But a reasonably accurate allocation of sales can generally be worked out for most companies, and approximate accuracy is better than to make no break-down of sales at all by geographical districts.

In breaking down the country into sales districts or trading areas for an individual manufacturer, there are a number of things that must be taken into consideration. The territories must be laid out so as to permit the greatest possible accuracy and least possible effort in the compilation of sales figures. They should not cut county lines, except where absolutely necessary. They may vary in size in different parts of the country, but they must be small enough so that there is not too great a variation in climate, physical characteristics, and economic conditions within each territory.

Although no final judgment is possible as to the ultimate usefulness of the correlation method in the evaluation of markets, experience to date has been more than encouraging. It seems strange that so few concerns have tried it out. A great deal of fallacious and unnecessary work has been done in trying to measure markets, and there is certainly a great need of scientific procedure.

Market evaluation is not an end in itself. It is useful only as it furnishes a basis for establishing sales quotas, for measuring sales efficiency, and for planning more intelligent advertising campaigns. It is a necessary step in budgeting sales and advertising expenses in different territories. There is a decided tendency today toward analysis of sales costs by territories, by customers, by products carried, by size of order. Many companies are finding that they are doing much unprofitable business because they are spending too much for sales and advertising in certain territories, and because they are digging after too many little orders from small customers.

The term "selective selling" has come into use, to designate the growing policy of selecting customers whose orders are profitable. In a broader sense, territorial evaluation of markets is a necessary step in the "selective selling" process, to help find out whether certain parts of the market are worth going after at all, and to determine how much can be profitably spent in selling and advertising

in each section of the country. Not many companies have seriously undertaken scientific analysis of their sales problems—but more and more will be obliged to do so in the future, and the determination of territorial sales potentials will be one of the steps that they will have to take.

## Let's Have a Sales Contest

SAWARD, BAKER & Co., LTD.  
LONDON

Editor of PRINTERS' INK:

We are interested in the effects of various types of Salesmen's Contests. That is to say, we are anxious to know the actual effects of different types of contests (1) on the salesmen, (2) on actual sales, and (3) on the retailer. We know this is a subject that you have covered a number of times, and one that you no doubt have thoroughly indexed. We should therefore very much appreciate it if you could give us a reference to articles on the subject of Salesmen's Contests, especially actual experiences of various firms rather than articles of a general nature, which have appeared in the WEEKLY since the commencement of 1921 and in the MONTHLY since the commencement of 1926.

SAWARD, BAKER & Co., LTD.,  
H. A. HAYLETT,  
Manager, Research Dept.

THE sales contest is a rather deceiving sales tool in that it gives the appearance of being extremely easy to use whereas it actually requires genuine skill and dexterity. Too often, this particular method of stimulating sales is approached in a "let's have a sales contest" attitude. Plans are rushed through, the contest goes over with a big or little bang, and then things begin to happen.

Some salesmen display too much cockiness. Others look, act and feel blue all over. A few complaints trickle in from dealers who have been strong-armed into orders. The management suddenly discovers that although sales increased, profits fell off during the contest period. It also discovers that the organization is right in the middle of an after-contest slump.

With these typical experiences in mind, it is interesting to get a letter from an English advertising

agency which displays a thorough recognition of the importance of giving the sales contest idea a minute examination before running one. This agency wants to know the effect a sales contest may have on: (1) the salesmen, (2) actual sales, (3) the retailer. It should also be worth while to endeavor to determine the effects a sales contest may have on profits, on management, on the office staff, on the factory staff—throughout the inside and outside organization.

Articles that have been published in PRINTERS' INK have given sales contests this sort of microscopic examination. We shall be glad to send a list of 80 references on request.—[Ed. PRINTERS' INK.]

## H. E. Jackson Joins Stanford University Press

Hartley E. Jackson, formerly engaged as typographical consultant in advertising, periodical and book work, has joined the staff of the Stanford University Press, Stanford University, Calif., as typographic designer. He, at one time, conducted his own advertising business at San Francisco, under the name of The Jackson Corporation.

## G. A. Olsen Returns to "Building Supply News"

George A. Olsen has returned to the business staff of *Building Supply News*, Chicago, as advertising manager. He formerly was with this publication both in its editorial and advertising departments. More recently he has been with the Builders Supply Club, Pittsburgh, as secretary.

## To Direct J. H. Connor & Son, Ltd., Sales

C. H. Brown has resigned as sales manager of the DeForest Crosley Radio Company, Ltd., Toronto, to become general sales manager of J. H. Connor & Son, Ltd., Ottawa, Ont., maker of washing machines.

## Appoints Izzard Company

The Lidgerwood Pacific Company, Tacoma, Wash., has appointed the office at that city of The Izzard Company, advertising agency, to direct the advertising of its logging equipment. Business papers will be used.

## Inland Daily Press to Meet at Chicago

The Inland Daily Press Association will meet at the Morrison Hotel, Chicago, October 21 and 22.



It is miles ahead of any other news medium in its field.

*W. J. Schuch*

Pres. Coney Island, Inc., Cincinnati.



It is a personal friend of every one in the profession.

*W. J. Schuch*

Executive V.-Pres. Pathe Exchange.



It gives its readers a very real service.

*W. J. Schuch*

Representing Ringling Bros.' Circus Interests.

## Preferred by LEADERS in the Free-est Spending "City" in the World

Amusement Town . . . a quarter million showfolk and their families . . . follows its leaders. What the stars buy, all Amusement Town buys likewise — with the princely average salary of \$72 each week to spend!

What a market for you — and how economically captured! For you need enter but one medium, **THE BILLBOARD**, for 35 years the guide of the profession. 32% read regularly no other weekly, 14% no daily publication. Learn the tremendous reader-confidence from the leaders' own mouths! Write for further light on every aspect of this unique medium!

*If you sell*

Food  
Clothing  
Lodging  
Transportation  
Luxuries  
Necessities  
Sell them thru



# The Billboard

Opera Place Cincinnati, O.  
— 212,000 Readers —

# Business is Still Going

In the first nine issues of 1930, Photoplay shows gains over the rollicking year of 1929 in newsstand sales, advertising lineage and income.

The answer is that Photoplay has an impetus of

*On the Way*

CURTIS J. HARRISON

*Western*

*Advertising Manager*

919 N. Michigan Ave., Chicago, Ill.

PHOTOPLAY

Predominant with Young Men, the 18



# Good at Photoplay

growth and reader enthusiasm sufficient to overcome the bugaboo of temporary depression.

Photoplay's market of young women is least affected by hard times.

*Go a Million!*

# ODPLAY

Young the 18 to 30 Age Group

HERBERT J. DONOHUE

*Eastern*

*Advertising Manager*

221 W. 57th St., New York, N. Y.



# ANOTHER RECORD BROKEN

*Voted FIRST at 4 Months Old!*

**A** LARGE manufacturing firm, through its advertising agency,\* recently asked RADIO MANUFACTURERS (using the standard R. M. A. List) which of several magazines was their first choice. With the following result. » » »

*Electronics*, covering the entire field (radio, sound, communications, industrial uses, etc.), was voted first in the radio field over magazines devoted to that field alone.

» » » Evidently radio readers appreciate the fact that *Electronics* informs them regarding developments in ALL divisions of electronic activity. This is of vital interest to them (whether engaged in radio, sound pictures, or other electronic activity) for all divisions of the industry are based on the same foundation — radio tubes and photo-cells.

\*Names on request.

**ELECTRONICS**

**46%**

**A Radio Engineering Magazine**

**21½%**

**A Radio Industrial Magazine**

**7%**

## electronics

A McGraw-Hill Publication, 10th Avenue at 36th Street, New York

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7%



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# Selling Coal by Selling Heat

Anthracite Coal Merchandising Efforts Are Stabilizing the Industry

By Wm. A. McGarry

**A**NTHRACITE coal operators whose markets seemed to be permanently curtailed following the disastrous strike of 1925-26 apparently have found a means of holding their old customers and getting at least a share of the new ones. With the co-operation of retailers throughout the New England and Middle Atlantic States, they have put on a campaign of merchandising that is getting direct to the consumer, not only with the claim of the producer that the coal is clean and of high quality, but with actual records of its performance. In brief, the hard coal men have gone beyond the sale of the fuel to make sure that it delivers the heating service which is what the consumer really buys.

The campaign as at present visualized was launched last year, but it has been evolving ever since the strike opened the door to a general invasion of the natural anthracite markets by various substitutes. Progress at first was somewhat slow, due to the necessity first of converting retailers to the need for organized action by the industry, and then of educating them in the application of modern merchandising methods to their own specific problems. A survey was made in this connection of no less than 5,000 dwellings from the owners of which dealers had had complaints of heating troubles, at least one dealer and a representative of the operators meeting with each householder.

As a consequence of this the idea of selling service was taken up by the more progressive among the 14,000 hard coal retailers, and many local plans have been developed which are even more advanced than the parent campaign. One group of dealers in a large area suburban to Philadelphia, for example, actually contracted with householders for the heating of their homes. For a flat sum they would put in the coal, fire and service the furnace and remove the

ashes and maintain temperatures within a specified range. Dealers elsewhere and the operators are keeping in close touch with the results of these and similar experiments with a view to their general adoption if they prove economical.

The beginning of the modernization of anthracite came about five years ago. It was accelerated by Andrew J. Maloney, president of The Philadelphia and Reading Coal and Iron Company, one of the largest producers in the industry. Brought in after the strike, his first act was to scrap the ancient tonnage policy under which Reading had dominated the market for nearly half a century. High cost, low production mines were closed. Then a complete house cleaning was started from the mines up through all the manufacturing processes to make sure that Reading would produce and sell nothing but a quality product.

## Coal Is Well Cleaned Now

Up to that time quality had been more or less of an accident. Coal from wide seams was coal. But the product from the thin veins, or from those shot through with what the trade calls "slate, slag and bone" was only partly combustible. Many operators cleaned it, but the efficiency of their processes varied, and as a consequence there was a wide variation in quality. The whole industry is now united in a policy of shipping only perfectly prepared coal. Plants have been modernized, processes of cleaning and sizing improved, and anthracite customers during the last few years have been assured of getting coal when they ordered it.

Despite this improvement, however, and the fact that it has been backed up by a tremendous increase in advertising and in better selling methods by retailers, the markets for anthracite failed to keep pace with the natural growth of communities. Outsiders and

even many of those within the industry put this down to the obvious competition of the oil burner, together with that of such substitutes as coke, soft coal and gas. But the Anthracite Operators Conference determined to find out, and to that end the Anthracite Coal Service was established and a house-to-house survey was undertaken.

Through the retail distributors, a corps of engineers obtained the names of customers, scattered throughout the consuming territory, who had complained that the coal was not as it should be and therefore was not providing the heating service expected. An engineer and the retailer thereupon visited the householder and made an investigation in his presence. This was continued until a mutual agreement was reached as to the cause of the lack of heat, and here, according to a report of the Coal Service, is what the survey yielded:

"In sixty-seven cases out of 100 it was mutually agreed that the difficulty was due to the condition of the heating plant in which the anthracite coal was being burned; in thirty-one cases out of 100 it was mutually agreed that the difficulty or dissatisfaction was due to the way in which the anthracite was being fired or that the incorrect size was being used. Again by mutual agreement among the consumer, retailer and anthracite engineer it was found that in only two instances out of each 100 was the complaint against the fuel really justified, and in each such case a mutual adjustment was effected."

That, naturally, put an entirely different construction on the problem of the industry, not only as to the holding of its present customers, but in getting its share of new ones. Hence the present set up of the Anthracite Coal Service. Its headquarters are at Philadelphia and it is maintaining division offices at Minneapolis, St. Paul, Milwaukee, Chicago, Detroit, Syracuse, Albany, New York, Boston and Montreal. In addition, engineers reporting to these offices are permanently stationed in twenty other cities, so that their services are available to virtually every center of anthracite distribution.

Since it is impossible for the

engineers to visit all household consumers, their chief function with respect to this part of the market so far has been the training of retail employees in the fundamentals of heating engineering. At this writing one or more employees of more than 2,000 retail coal companies have taken this course of instruction. The course begins with a lecture series based on a text book prepared by Anthracite Coal Service, and practical applications of the lecture material in the field. Conditions vary so widely in private dwellings that laboratory training was found to be insufficient.

On these inspection calls minor repairs and adjustments are made free of charge, and where it is necessary recommendations are made for more extensive work. At least one large distributor has built up a service of his own on this basis, which has proved profitable. He began by sending employees who had taken the course to visit his regular customers, whether or not they had made any complaint, to make minor adjustments free of charge. This work includes the plastering up of cracks around cellar windows, cementing of apertures in the chimney connections that would reduce the draught, and the cleaning of boiler and chimney. The cleaning is done by a portable vacuum outfit specially designed for the Anthracite Coal Service. More than 1,000 dealers now have this equipment.

#### *Dealers Are Advertising*

All the dealers co-operating are offering this service to customers, but the majority of them make a nominal charge to cover the cost thereof. Employees taking the course of training are also furnished with sales helps and are provided with proofs of arguments which may be used to further the sale of anthracite. In twenty-two cities during the last year dealers have co-operated in newspaper advertising campaigns with the Anthracite Coal Service. Dealers also are distributing letters and circulars, some of their own design and some furnished by the operators.

All of the foregoing, of course,



PERVERSIVE PROVERBS, No. 2

"Where ignorance is bliss 'tis folly to be wise".

Ignorance is seldom bliss; it is a state of denatured competence. To be wise is never folly; it is the causeway, the highway, and the only way to success.

Today's volume business and intensive competition emphasize the *folly* of ignoring any fact or figure which might preclude loss or insure profit.

To be *wise* is to obtain such data promptly and economically; with as little interruption to your clerical routine as possible.

Our organization is a service. It has no affiliation with any commodity distributing activity. Practically all of our staff have had years of training in arranging, tabulating, and setting up insurance and general business statistics by the punch card method.

Let us prove the advantages and savings in our current service. We can relieve you of all peak load annoyance and baneful overtime.

Recording & Statistical Corporation

102 Maiden Lane, New York City

OPERATING DIVISIONS

New York Boston Philadelphia Detroit Chicago Toronto Montreal

relates to steps being taken to hold present customers. The industry has become even more active in going after new ones. Through its engineering offices it is keeping a complete record of all building developments in centers, where anthracite coal is distributed. Detailed fuel reports and sales letters are sent out to architects and owners wherever there is any question that a fuel other than anthracite will be used. Retailers also are being aided and encouraged in extending this type of solicitation for new business to smaller building projects.

The industry also is going after the householder through the central plant heat and power development. In some instances its engineers have co-operated with architects to the extent of submitting complete layouts and sketches of power plants, boiler rooms, heating systems and electric transmission lines. More than 10,000 copies of a manual on anthracite have been distributed to architects and builders, covering the design of power and heating plants for the use of anthracite. Pamphlets on comparative costs of hard coal and other fuels also have been widely distributed.

Lecture and motion-picture features also are being used, not only for the benefit of the retail distributor, but in order to compete for office building and institutional installations. Two portable exhibits, including motion-picture projectors, are being used at better home shows, heating and ventilating conventions, and the meetings of coal dealers. Engineers of Anthracite Coal Service also are assisting retailers in planning and designing exhibits and window displays.

The Operators Conference also is making a comprehensive study of stoking, ash removal and heat control devices. It has given its approval to one of the latter at a price which it regards as sufficiently low to be within the reach of a large majority of hard coal consumers, and many retailers have become agents for this and other appliances. Although the research department is naturally concerned

only with devices that will increase the distribution of anthracite, many retailers are taking on non-competitive side lines which have added to their profits, such as thermostats.

One of the discoveries made by the industry as a whole—although it was not news to heating engineers—was that one-fifth of an inch of coal dirt or soot accumulated on the heating surfaces of furnaces is equivalent to a full inch of asbestos cement. This condition was found in greater or less degree in 67 per cent of the household heating plants studied. In many instances the accumulation was even larger, so much so that the inherent efficiency of the coal and the system was reduced by as much as 75 per cent. There were also further reductions from chimney conditions.

#### *Much Educational Work Was Necessary*

Needless to say, a vast amount of educational work was required before the industry as a whole could be induced to take steps to correct these conditions. Under the ancient economic theory that had prevailed in the anthracite industry long after its abandonment elsewhere, the more coal the customer wasted the more he had to buy. Some difficulty was experienced in convincing dealers that successful modern industries have found it profitable to reverse this theory, getting their increase of volume by an increase of use, and incidentally retaining their customers.

It is to be expected that once present markets have been consolidated anthracite producers and dealers will continue their merchandising efforts toward a widening of their markets. This may mean extension of distribution into territories where the product is not now an important factor, but primarily it will be concentrated in what is known as natural territory—the points nearest to the hard coal fields.

#### *Pacific Agencies to Meet*

The Pacific Association of Advertising Agencies will hold its convention at Medford, Oreg., September 18 to 20.

Sales Management, issue of August 30th, giving July newspaper lineage for 80 cities, lists Janesville, Wisconsin, as the only city to show a gain in lineage for the month as compared to the same month a year ago.

## Memo

There's a reason for this unusual record (not unusual for Janesville). Diversified industry, rich dairying country, excellent small grain crops in spite of drought everywhere else, the best tobacco in years and higher than usual milk checks mean that there's money to spend in the Janesville Market this fall. Route your salesmen into Janesville. Include the Gazette in your advertising schedules and receive merchandising cooperation that will pay you many fold.

*Read by More than 65,000 People Every Evening*

## The Janesville Gazette

*Janesville, Wisconsin*

H. H. BLISS, *Publisher*

THOS. G. MURPHY, *Adm. Director*

FREDERICK A. KIMBALL COMPANY, Inc., *Representatives*

New York Chicago Pittsburgh Philadelphia Detroit Milwaukee

# THE ARCHITECTURAL RECORD

## LEADER

In architectural thought

# AN ARCHITECTURAL RECORD

## SCOOP

(No. 2 of a series)

In 1915 The Record, sensing the coming of a trend towards highly specialized design and equipment in hospital planning due to war experience, and realizing the paucity of basic data available, pioneered in the field with a series of exhaustive studies by America's leading authority.

This outstanding specialist was Edward F. Stevens, architect, Fellow of the A.I.A., Member of the Royal Architectural Institute of Canada, and Member of the American Hospital Association.

Mr. Stevens' series of studies received the fullest appreciation from Record readers through the country. In fact, so valuable were they that in response to popular request they were incorporated as the basis of a textbook "The Modern Hospital," which has since gone into three editions.

THE RECORD maintains  
its position as a  
LEADER IN  
ARCHITECTURAL  
THOUGHT

# THE ARCHITECTURAL RECORD

—A Dodge Publication—  
119 W. 40th St., New York

F. W. DODGE



THE ARCHITECTURAL RECORD IS A  
MEMBER OF A. B. C. & A. S. P., INC.

## McGraw-Hill Book Company Enters Trade Book Field

The McGraw-Hill Book Company, which for more than twenty years has published books on engineering, science and business, will enter the general publishing field this month with a list of new books addressed to the lay reader and intended for sale through the book stores of the country.

In order to differentiate between its new activities and the more technical publications to which it has confined itself in the past, the trade publishing department of the McGraw-Hill Book Company will hereafter be known as "Whittlesey House," and its publications will bear that imprint.

Guy Holt, formerly secretary of Robert M. McBride & Company and one of the founders of The John Day Company, of which he was recently a member, will direct the editorial and sales activities of the new undertaking.

## New Accounts for Vanderhoof Agency

The Flash Sales Corporation, Chicago, manufacturer of the Pli-Rench, has placed its advertising account with Vanderhoof & Company, advertising agency of that city. Farm and technical publications, popular scientific magazines and hardware publications will be used.

Braden's California Fruit Products, Inc., Chicago, packer and distributor of food products, has appointed the Vanderhoof agency to direct its advertising in magazines.

## Loose-Wiles Acquires Biscuit Company

The Loose-Wiles Biscuit Company, Kansas City, Mo., has acquired the Tru-Blu Biscuit Company, with plants at Spokane, Seattle and Portland, through the purchase of all outstanding capital stock. The Tru-Blu company manufactures and sells crackers, biscuits, candy and similar food products.

## Appoint Leon Livingston, Inc.

The Rainier Brewing Company, San Francisco, producers of Life Staff Malt Syrup and Rainier Lime Rickey, has appointed Leon Livingston, Inc., advertising agency of that city, to direct its advertising account. Radio, outdoor and newspaper advertising will be used.

Leon Livingston, Inc., has also been appointed to handle the advertising of the Utah Coal Producers in newspapers in the Western United States.

## H. A. Preston with Grauman-Jennings

Hugh A. Preston, formerly with W. O. Floings, Inc., Detroit, and more recently with the W. F. Hall Printing Company, Chicago, is now with Grauman-Jennings Studios, Chicago, commercial artists, in a sales and creative capacity.



## Louisiana Papers to Use General-Retail Definition

THE definition of general and retail advertising, as prescribed by the Newspaper Advertising Executives Association at its convention in Washington, last May, is to be put into working practice by thirteen Louisiana newspapers. These papers, as a unit, have accepted the definition as their standard of classification of advertising.

The purpose of the definition is to provide a uniform basis for determining what classification shall be accorded an advertisement so that no one national advertiser will be able to get the retail rate under circumstances that make it impossible for another national advertiser not to embrace that advantage, though the advertising of both is directed and financed as part of their national advertising program. The fact that some advertisers can get the retail rate while others cannot is one of the troublesome points in the national-retail rate problem. It is anticipated that operation under the general-retail definition will do much to remove one of the most vexing circumstances of this problem.

Included in this State-wide movement are the *Item*, *Morning Tribune*, *Times-Picayune* and *States*, of New Orleans; *State Times* and *Morning Advocate*, of Baton Rouge; *Journal and Times*, of Shreveport; *News-Star*, *Post* and *Morning World*, of Monroe; *American-Press*, of Lake Charles, and the *Town Talk*, of Alexandria. All but the latter two newspapers have signed an agreement, and these two have agreed in principle but have not had opportunity to sign.

Under the terms of this agreement, which covers a period of three years, display advertising beginning October 15, 1930, will be grouped under the two major heads: general and retail. The papers of each city in the agreement reserve the right to interpret the rules as laid down by the



## "OUR NEW LETTERHEADS ARE HERE!"

"Oh, Boy . . . They're Great!  
That Monroe Crowd  
Certainly Knows Its Stuff."

Letterhead design has made tremendous progress in the last few years. You are doubtless aware of it. What have you done? Has your letterhead been redesigned so that it compares favorably with those it has to compete with in the morning mail?

Originality of design and a touch of color are needed. Our organization specializes on attractive stationery. We sell in 44 states. No two designs are ever alike. We interpret your business on your letterhead!

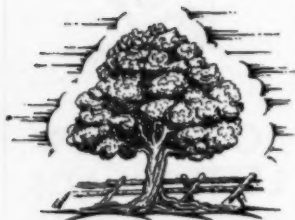
### FREE PORTFOLIO

Monroe letterheads are difficult to describe. Our portfolio, sent free, contains an interesting collection of attention compelling specimens and gives particulars as to sketches and prices. NOW is a good time to look them over. Write the nearest office for your portfolio.

## MONROE LETTERHEAD CORPORATION

Monroe Bldg., Huntsville, Ala.  
157 N. Union, Akron, Ohio





## WE WANT AN ACORN

The big agencies don't  
cotton to accounts south  
of \$50,000.

We do.

And we can turn out a  
whale of a job for another  
future "great oak" growing  
in the metropolitan area.

**CHAS. DALLAS REACH**

*General Advertising Agency*

30 CLINTON STREET

NEWARK, N. J.



Newspaper Advertising Executives Association, as the publishers in that particular city shall unanimously determine. All existing contracts are to be carried out until their expiration.

The agreement specifies:

"It is understood and agreed that each of the parties hereto is to have absolute control of its own advertising rates, and may increase or reduce its rates as it sees fit; the purpose of this agreement being not to fix any rates whatever, but solely to fix the classification of display advertising into the two classes hereinbefore mentioned; and the parties agree only that they will classify all display advertising under the two aforementioned classes, and will then charge their own rates for such class of advertising; and will not permit general advertising to be charged for at their retail advertising rates; and it is specifically agreed that the differential from general rates shall not be granted directly to any local general advertiser."

A governing commission has been created to settle disputes as they may arise under the agreement. The chairman of the commission is Charles P. Manship, publisher of the *Baton Rouge States-Times* and *Advocate*. A. G. Newmyer, general manager of the *New Orleans Item-Tribune*, and James L. Ewing, secretary-treasurer of the *New Orleans States*, complete the commission.

Several months were consumed in working out details of the agreement which is the first co-operative movement among publishers to carry into effect the standard of classification recommended by the Newspaper Advertising Executives Association. Mr. Manship, commenting on the successful completion of the agreement, said:

"The newspapers of this State and the advertisers and advertising agents are indebted to Arthur G. Newmyer, of the *New Orleans Item-Tribune*, for the patience and constructive leadership he showed in working out this agreement, and also to John F. Tims, of the *New Orleans Times-Picayune*, for his

Thanks, Mr. Ellsworth

Hibernia Bank & Trust Company  
New Orleans

Fred W. Ellsworth  
Vice President

Sept. 3, 1930

Mr. R. W. Palmer, Managing Editor,  
The Printers' Ink Publications,  
185 Madison Avenue,  
New York, N. Y.

My dear Mr. Palmer:

According to my particular standard of measurement, the September PRINTERS' INK MONTHLY is easily the best number that you have ever published, typographically, pictorially, editorially and bibliographically.

Conspicuous in a galaxy of interesting and constructive stories are: Roy Dickinson's "Where Do We Go From The Doldrums?", Gilbert P. Farrar's "Modern Typography Is Good Advertising", John Lonsdale's "Business Methods Need Analysis", and the story about William H. D'Arcy's clever demonstration of the value of turnover—and I am not disparaging in the least those articles which I have failed to mention.

I was particularly impressed by Mr. Farrar's article on modern typography; and while I thoroughly agree with his conclusions as they relate to the examples that he cites, I am of the opinion that there are many samples of so called modern typography which, according to Mr. Farrar's yard-stick, are not only poor advertising, but an exercise of poor judgment.

Anyhow, here are my honest-to-goodness congratulations on a perfectly beautiful book, which is filled from "kiver to kiver" with constructive stuff.

Cordially yours,

*Fred W. Ellsworth*

FWE:C

Vice President

part in the successful accomplishment of the pioneer task.

"There are, broadly speaking, three types of advertisers:

"1. Those whose copy contributes something to the upbuilding of the newspapers' circulation and reader-interest. The retail advertisers come under this classification. Their price and style messages are of intense news interest to the feminine readers.

"2. That type of advertiser whose copy is not helpful in the above sense, but which nevertheless cashes in on the interest created by publishers and retailers. This is the general advertiser.

"3. That type of advertiser who not only doesn't create interest, but also demands and receives special news co-operation. The amusement advertising, sporting events and copy of a like character, come under this classification.

"The Louisiana publishers have tried to build a basis for rate structures that comprehends these

varying types of accounts. Of course, each paper is free to name its rates on any class of business.

"The central idea, however, is to provide a fundamental upon which advertising of a common commodity distributed in a common fashion can be given a common rate."

### Appoint Klau-Van Pietersom-Dunlap-Younggreen

The Wisconsin Specialty Manufacturing Company, Milwaukee, novelties and notions, has appointed Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, to direct an advertising campaign using magazines and business papers.

This agency is also directing the advertising of Paine, Weber & Company, Milwaukee stock, bond and investment securities house.

### O. V. Johnson Joins Jones Agency

O. V. Johnson, for eight years with the sales department of the Los Angeles office of Foster & Kleiser, outdoor advertising, has joined the Dana Jones Company, advertising agency of that city, as an account executive.

## RADIO

## R E S U L T S

### No. 6

## WHO?

A company making an anti-freeze compound, has recently placed its third annual reorder for broadcast advertising. It uses northern stations in winter months, with a reminder program, after weather reports, to use anti-freeze in their autos. Despite growing competition, their dealers report more than a normal increase in business.

The complete story may be secured from

### SCOTT HOWE BOWEN, Inc.

Radio Station Representatives

274 Madison Avenue, New York City

180 N. Michigan Ave.  
Chicago, Illinois

Fisher Bldg.  
Detroit, Mich.

10 High Street  
Boston, Mass.

## Where Are Tomorrow's Advertisers Coming From?

(Continued from page 8)

sufficient distribution and of sufficient power to become national advertisers.

Of the voluntary chains, at present we can say little. Their emergence into the field of national advertising will have to be slower than that of the other two groups, but if the first experiments of the I. G. A. are successful, watch for followers.

If these three groups develop into strong factors in national advertising, what will that mean to those groups now using national advertising?

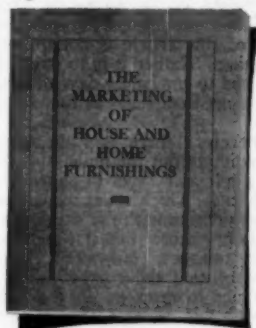
A difficult question to answer because the accompanying questions which are brought up are so many and so conflicting.

Of most interest, perhaps, is the fact that the national advertiser will find his own customers competing with him for attention. One of his first problems will be to turn this competition to his own ends—if he can.

Another consideration of major importance is that, as these groups advertise, they will become more and more independent of coercion or persuasion. Without much doubt the wholesaler will feature his own private brands as the chains have done and will continue to do. This, of course, means the entrance of more nationally advertised brands into the field. Monarch, for instance, was a private brand just so long as Reid, Murdoch were not national advertisers. Today it is a private brand by courtesy only. Actually it is a nationally advertised brand and Monarch ketchup competes advertisingly with Heinz ketchup, although Reid, Murdoch, as a wholesale grocery house, may be a customer for the latter brand.

At this time it is difficult to determine whether the appearance of these new groups will necessitate changes in copy. Perhaps they will. Perhaps not. There can be little question that their growth will mean that the present national ad-

Available now to advertising and sales executives



A report just published by the  
advertising department of

## RETAILING

A Fairchild Publication

8 East 13th Street, New York

# rush

Being a conscientious and rather patient lot we are still old-fashioned enough to believe that 'rush' means a closing date to catch, a schedule to make. And we try like blazes to help get it through without skimping on the job—without hiding when we see the ad in print.

**SCHMIDT & LEPI**

*Fine Typography*

VANderbilt  
8874



228 E. 45th  
New York

vertisers will have to exercise even greater vigilance in seeing that their copy is the best that can be obtained.

I might go on piling up problems and prophecies but the purpose of this article is not to solve anything. Rather it is to point the way and to emphasize developments which need emphasis at the present time.

Therefore there is little reason for pointing out the difficulties that the wholesaler faces in advertising his brands, which cover many lines, in competition with the national advertiser, whose line is comparatively compact. Nor need I more than mention the competition that is likely to crop up in the trade press to win dealer preference even before consumer preference is won. It would seem obvious, too, that the chain's problems are difficult and varied and that the present A & P campaign, used often as a model of chain advertising, is by no means the final solution.

It should also seem fairly obvious to the advertising agent that the development is highly important

to him in indicating where his new clients will appear. The wise agent of today is he who is studying this field and planning to fit at least one wholesaler and one chain into his list of accounts. This means educational work on the part of the agent, but his whole business experience has or should have equipped him for just this type of work.

Many publishers today, I know, are deeply worried about the battle of the brands. It is right that they should be. On the other hand there is no need for them to be hopeless. The battle of the brands may threaten to kill some national advertisers, but while it is doing so it is creating new national brands and therefore new national advertisers. Just as the agent must dig up new potential advertisers and then educate them, so must the publisher go through the same process.

As we enter the final days of 1930 headaches are in order—but the manufacturer, agent or publisher who lets his poor-business headache blind him to the impor-

## What's in the **Golf Market** —for YOU? **GOLFDOM'S SURVEY**

giving up-to-the-minute, dependable statistics on *golf course maintenance, pro shop merchandising and clubhouse operation* of the country's 5,856 golf clubs, will be available to sales and advertising managers and agencies September 15th. Write for a copy.

# Golfdom

The Business Journal of Golf

236 N. Clark St., Chicago, Ill.

Eastern Representative  
ALBRO GAYLOR  
20 Vesey St., N. Y. City

Western Representative  
DWIGHT H. EARLY  
100 N. LaSalle St., Chicago

Pacific Coast, HALLETT COLE, 846 S. Broadway, Los Angeles, Calif.

tant developments that are taking place right now is unwise and courts disaster. As an interesting exercise in therapeutics I suggest that he remove the towel from his throbbing head, place a pencil in his hand, and write on a piece of paper this question: "Where are 1935 advertisers coming from?" If he will follow that question through its many implications and possibilities I can guarantee that his headache will be forgotten as his eyes look toward new horizons of business.

### Join Texas Daily Press League

L. A. Graham, formerly with the New York office of the Julius Mathews Special Agency, publishers' representative, has joined the staff at that city of the Texas Daily Press League, Inc., publishers' representative.

R. Siggins, formerly with the New Process Company, direct mail, has also joined the Texas Daily Press League.

### Johnsonburg Radio to Redfield-Coupe

The Johnsonburg Radio Corporation, New York, has appointed Redfield-Coupe, Inc., advertising agency of that city, to direct the advertising of its J. R. C. tubes. Newspapers, magazines and business papers will be used.

### Combined with "Northwest Poultry Journal"

The *Pacific Homestead*, Salem, Oreg., has been combined with the *Northwest Poultry Journal*, also of that city. W. C. Conner will be editor of the combined publication.

### Ottawa Newspaper Advances H. E. Lemieux

H. Edmond Lemieux has been appointed general manager of *Le Droit*, Ottawa, Ont., French daily newspaper. He was formerly advertising manager.

### Joins Waukegan, Ill., "Daily Times"

T. P. Schreiber, formerly with the Scripps-Howard Newspapers at Akron, Ohio, and, more recently, publisher of the New Lexington, Ohio, *Daily Sentinel*, has been appointed business manager of the Waukegan, Ill., *Daily Times*.

### Appoints O'Keefe Agency

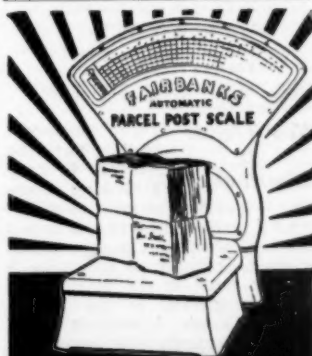
R. W. Cramer & Company, Inc., New York, marketer of Sauter time switches, has appointed the New York office of the P. F. O'Keefe Advertising Agency, Boston, to direct its advertising account.

## RETOUCHING SPECIALISTS

BLACK  
AND  
WHITE  
•  
COLOR

ADDA AND  
KUENSTLER  
STUDIOS

70 E. 45 - NEW YORK  
Murray Hill 9237



Ship  
printed matter  
with  
correct postage

Avoid waste  
and returns...

SA 5703

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. L. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Allen Dow

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Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, SEPTEMBER 11, 1930

## New Trends in Distribution

The announcement that the Kroger Grocery & Baking Company is operating grocery, meat and general produce departments in two Sears, Roebuck & Company stores is most significant as indicating a possible trend in the development of chain growth in the United States. Certain department stores have tried successfully the scheme of leasing departments but this would seem to be the first time that the idea has been tried on a large scale in this country. In France the largest grocery chain, that of Felix Potin, uses the concessionaire scheme with marked success and the idea has been tried by other chains in Europe.

So flexible is our current system of distribution that any move such as that of Kroger and Sears is likely to lead to interesting specu-

lation. We already have a school of business men who believe that eventually large manufacturing concerns controlling a number of different brands will buy up chain systems in order to find satisfactory outlets for their products. It has even been suggested that companies such as General Foods, for instance, or Squibb, might make arrangements with chain groups where they would operate General Foods or Squibb departments on a concessionaire basis.

All of these speculations serve to emphasize the fluidity of present distributive processes. More than that they point definitely to the current dissatisfaction with things as they are. A few years ago it would have seemed almost unthinkable that anybody should even suggest that the national advertiser be forced to open his own outlets. The present battle of the brands has not only made the idea thinkable but also worthy of serious consideration.

Without being unduly pessimistic we believe that not anywhere near enough attention is being given to the current situation of our system of distribution. Many of its organs are sick, badly sick, and there seem to be no remedies immediately in sight. We do not mean to imply that no one is giving attention to the subject because we know of many advertisers who are seriously concerned. What we do wish to emphasize is that to date there has been little indication of the kind of mass thought and co-operative action among manufacturers, wholesalers and retailers which will eventually work out a solution. The quicker trade jealousies are forgotten and the sooner the bloody hatchets of past wrongs are buried, the sooner will American business demonstrate its known ability to pull itself out of bad situations.

## A Significant Incident

When Governor Franklin D. Roosevelt of New York declared himself an advocate of a State-supervised system of unemployment insurance last week, he made one statement that is significant in industrial history.



He referred to the plan adopted by the General Electric Company designed to provide for its employees during periods of depression, and predicted that the same policy would soon be adopted by others and then said:

"If these big corporations are of their own volition seeking to solve this problem of want arising out of fluctuations in employment of labor, why should the State be accused of Bolshevism in proposing a similar plan of relief?"

Whatever may be the reaction of the individual to a policy of State unemployment insurance, such a statement is of real significance to everyone interested in the progress of modern business management.

For, as far as memory serves us, this is the first time a man holding political office has held up the progressive move of a great industry as justification for a plan of the party he represents.

It used to be the other way around. Political leaders pictured themselves as guardians of the people against the aggression of great industrial combinations. How far the country has come along in its appreciation of management since those rough and bitter "trust busting" days, may be readily observed in this new attitude.

Good management has come to that happy position where its acts and utterances inspire confidence and enthusiasm on the part of the general public, instead of suspicion and derision. It is far ahead of politics in its real efforts to decrease the horrors of unemployment.

Progressive management has justified this new attitude on the part of the public by a series of forward-looking actions which would have been considered revolutionary a few short years ago.

### **Intensity**

vs.

### **Extensivity**

During boom times it is a temptation for many organizations to cultivate width rather than depth. This is commonly spoken of as "a process of necessary expansion," which shows itself in the establishment of new branches, agencies, and stores. As competi-

tors join in the process, a kind of fever of expansion is set up, during which it is easy for an unhealthy condition to develop, due to the thinness of cultivation. The aim is more business, but sometimes the goal is lost sight of in the heat of the game.

Light is thrown on this point by the recent report of the Great Atlantic & Pacific Tea Co. of America, which made an increase in sales of more than 8 per cent in the first half of this year as against the same period in 1929. The real meat of the report, however, comes out in the statement that the tonnage of goods handled amounted to 407,085 as compared with 353,289 tons last year. Since the A & P has opened few new stores in recent months, this shows that the company is going to work to build up the business of its present establishments rather than race after new sites and penetrate new communities. In short, it has gone in for intensity of cultivation rather than extensivity.

Extension and expansion of one's units is often taken as a sign of deserved growth, but growth may take place in a vertical direction as well as horizontal. The important thing is the growth, not the direction. There is always a danger of the extension becoming over-rapid, revealing its weakness finally in some breaking point, just as a sheet of rubber, however stout normally, snaps when stretched too thin.

### **N. C. R. Executives Go Out**

### **In the Field**

The National Cash Register Company has announced the most intensive sales campaign in its history. As part of this drive, it is planned to have executives of the company spend the greater part of September out in the field with the selling organization.

John H. Patterson, founder of the National Cash Register Company was a great believer in the principle that the place of the executive, when business faltered, was with the men out on the firing line. For example, in 1892, accompanied by a department executive,



he made a trip in the course of which he covered fifty towns in fifty-one days. In planning this trip, he explained to the executive:

"The business future is bad. A panic threatens. Our men must be trained to weather it. They must be examined in their present methods of selling, their faults pointed out, and improvements suggested. They must be taught how to sell."

The two remained in each town one day. Meetings lasted from 8.30 in the morning until 6.30 at night. All traveling was done at night and on Sunday.

National Cash Register weathered that business storm. Apparently, it has every intention of coming through the current situation with equal success. To that end it is following Mr. Patterson's time-tried plan—when business stumbles, don't issue orders from a mahogany desk; get out into the field and show the men how to get the business. It is a plan that will work for almost any organization.

### **Business— the Only Youngster**

The only thing that stays young from year to year is Business.

New methods in handling and doing business are constantly being introduced—new and modern machines are regularly replacing the old. It is essential, therefore, to study and keep abreast with the progress of the times. Never get older than your business.

Keep young with your business. Don't get behind it—keep up with it.

The above quotation is taken from a memorandum to the sales staff of Guy S. Osborn, Inc., and was written by Mr. Osborn himself. It contains, in a few words, a business philosophy that is quite often forgotten in this so-called nation of youth.

Go back over the monumental business failures of the last two decades and almost invariably you will find that one of the chief causes of failure was the fact that the heads of the companies which failed grew older than the businesses they were in. At the present time it is possible to point out certain business giants which are struggling to recover prestige lost because their heads did not keep up with modern trends in their particular fields.

"The only thing that stays young from year to year is Business." Unlike the human organism, it does not grow for a given period and then slow down as it goes into its senescence. The men who make up business may grow old in years but they cannot afford to grow old in mind.

Tradition is a fine thing. It is finest, perhaps, when it teaches one of the biggest lessons of history, which is that success comes only to those groups, be they nations or business enterprises, which have the courage to remain young.

### **Death of R. J. Firestone**

Robert J. Firestone, former vice-president and general sales manager of the Firestone Tire & Rubber Company, died at Cleveland, last week. At the time of his death, he was president of the Standard Tire Company, Willoughby, Ohio, which he organized when he retired from the Firestone organization in 1919. Mr. Firestone, a brother of Harvey S. Firestone, Sr., was fifty-seven years old at the time of his death.

### **F. H. Bell to Join "Pacific Rural Press"**

Frank H. Bell, for the last ten years advertising manager of Associated Farm Papers, Chicago, and prior to that for seven years with the Chicago office of the Kansas City Star, has resigned to become advertising manager of Pacific Rural Press, San Francisco.

### **T. F. Lannin Joins Lauer Agency**

Thomas F. Lannin, formerly vice-president of the Frank M. Comrie Company, Chicago advertising agency, has joined the Albert L. Lauer Company, advertising agency of that city, as vice-president and director of sales.

### **Appoints Bloomingdale-Weiler**

Virginia Snow, a cleaning system, with a chain of more than 100 stores, has appointed the Bloomingdale-Weiler Advertising Agency, Philadelphia, to direct its advertising account. Newspaper and radio advertising will be used.

### **Joins Scripps-Howard**

W. H. Reinholz, formerly advertising manager of the American Forest Products Company, New York, has joined the Scripps-Howard Newspapers. He will be engaged in selling advertising space in that organization's newspapers.

"DIRECT...  
to SELECTED  
MARKETS"



## A profitable investment in ideas on "MARKET SELECTIVITY"

**R**IGHT now when you are concerned most with making every move productive, it is *vital* that you invest some time wisely in quest of constructive new ideas.

For the past twelve years Direct Mail Conventions have been recognized as one of the most valuable sources of new thought for advertising folks. And this year, more than ever before, the 13th Annual Convention and Exposition of the Direct Mail Advertising Association will pay big dividends to the 1500 to 2000 people who attend.

How to establish the short route to Sales... **DIRECT to SELECTED MARKETS** ... will be the theme of this important 3-day business conference. The small investment you make in time and money to get to Milwaukee will prove profitable to you and is sure to be reflected in your work.

COME to .....

M I L W A U K E E

CONVENTION and EXPOSITION

of the DIRECT MAIL ADVERTISING ASSOCIATION

OCTOBER 1, 2, and 3, 1930

### **The Program**

35 outstanding authorities on modern merchandising methods... 4 general sessions, 6 departmental meetings on Retail, Financial, and Industrial Advertising, Better Letters, House Organs and Advertising Production.

### **The Exposition**

An "Advertising Business Show" eclipsing any previous D.M.A. A. exposition... 150 or more booths demonstrating equipment, materials, processes, services which contribute to Direct Mail efficiency.

### **Educational Exhibit**

A wealth of tangible ideas on display, and the men who created them will be present to answer questions.

### **Plan Now to Attend**

Mail your reservations **TODAY** or write for Convention Prospectus.

### **Address**

Direct Mail Hdqrs.  
404 Hotel Schroeder  
Milwaukee, Wisconsin

## Every Club to Get Six Speakers

SIX addresses, at least, before every affiliated club of the Advertising Federation of America is the announced objective of the federation. This is the highlight of a program planned by headquarters and outlined by Gilbert T. Hodges, president, in a talk which he made this week before the Boston Advertising Club.

Organized advertising, he explained, has won its fight in educating the public to "Truth-in-Advertising" but the conclusion of this task is only half the effort. There is need to acquaint the public with facts on the "Truth about Advertising" and this, he informed his audience, will be the central theme around which the association will work during the present administrative year.

The campaign will be directed against five groups, described by Mr. Hodges as follows: (1) Those who sneer at advertising and rail because it takes up so much space. (2) Those who still believe that the mere fact that an article is advertised places that article under suspicion; those who go on the theory that if it were a commodity of quality, it would not have to be advertised. (3) Those who declare that advertising exploits the consumer, forcing him to buy what he does not need or making him pay an increased price for what easily could be made at a lower price at home. (4) Those predatory politicians who maintain that advertising adds immeasurably to the cost of living and should therefore be taxed. (5) Those advertisers who are not really sold on advertising who, at the first sign of trouble, cut their appropriations in the mistaken idea that they are taking a step toward economy.

To offset the undermining influence of these groups, the association plans an aggressive counter-attack against misunderstanding, misrepresentation and the misuse of advertising. It will call into service the Bureau of Research and Education which has been acquiring and arranging a mass of basic

information, data which, Mr. Hodges declared, was of no use if it merely remained on file.

These basic facts, he explained, will be placed in the hands of some of the best copy writers in the country who will reduce this raw material to pungent and convincing messages. A corps of volunteer speakers is being mobilized who will take these basic messages and build around them personal presentations in the delivery of these messages before every affiliated advertising club. More than 100 such speakers will travel on itineraries which will insure at least six addresses before every club between now and the first of May.

Clubs also are being asked to arrange joint meetings with other clubs and organizations in their communities so that a representative audience of business men will be on hand to hear the speakers. "In this way," said Mr. Hodges, "we believe that hundreds of thousands of manufacturers, retailers, bankers and national and local advertisers will hear the answers to the carping critics and to those who have in ignorance spoken against the advertising profession."

## Minneapolis Club Appoints Committees for New Year

The Advertising Club of Minneapolis will resume activities for the 1930-31 season on September 17. At this meeting a detailed presentation of the club's program for the coming year will be made.

A committee list has also been prepared and will include a group to be known as the Northwest Business Promotion Committee with nine members of the board of directors as the governing group. There will also be four sub-committees as follows: Newspapers, Joseph MacGahan, chairman; George Murdock, Richard Budlong, Ben Ferris, Charles Brown and Thomas Griffin; direct mail, Howard Cless, chairman, Guy Cleveland, Henry Larson and C. W. Bowen; outdoor activities, Allen Odell, chairman; Robert Talon, L. S. Borne and Hart Anderson; radio, William Brockman, chairman; Earl Gammons, Fred Schubert and Clyde S. Yarnell.

Chairmen of other committees include the following: Norman Ludford, entertainment; Jack Richards, attendance and membership; Sam S. Haislet, ways and means; Felton Colwell, education and extension; Reuben Ohman, publicity; Carl Peterson, sports; O. R. Tripp, vigilance, and Percy Hopkins, speaker's bureau.

### New Accounts to Ralph H. Jones Agency

The Holmes & Edwards division of the International Silver Company, Meriden, Conn., has appointed The Ralph H. Jones Company, Cincinnati advertising agency, to direct its advertising account.

The J. B. Williams Company, Glastonbury, Conn., Williams shaving cream, has appointed the Jones agency to direct its advertising account.

### New Account for Cramer-Krasselt

The George D. Whitcomb Company, Rochelle, Ill., manufacturer of industrial locomotives, has appointed the Cramer-Krasselt Company, Milwaukee advertising agency, to direct its advertising account. Business papers and direct mail will be used.

### W. S. Thompson Leaves Putnam's Sons

W. S. Thompson has resigned, effective October 1, as director and general sales manager of G. P. Putnam's Sons, New York publishers, with whom he has been associated for the last sixteen years.

### A. A. Starin with "The Restaurant Man"

Arthur A. Starin, formerly advertising manager of the Melrose Hospital Uniform Company, New York, has been appointed advertising director of *The Restaurant Man*, published at that city.

### To Manage Birtman Electric Sales

B. R. Foley, formerly representative in the Ohio territory of the Birtman Electric Company, Chicago, has been appointed sales manager of that company.

### Appoints Muller Agency

The Zapon Company, Stamford, Conn., manufacturer of lacquers and enamels, has appointed J. P. Muller & Company, New York advertising agency, to direct its advertising account.

### Elected by San Diego Club

David R. Minshall, sales manager of the Foster & Kleiser Company, has been elected secretary-treasurer of the Advertising Club of San Diego. Meryl P. Bennett has been elected a director.

### Bayonne "Evening News" Suspends

The Bayonne, N. J., *Evening News* suspended publication with the issue of September 6.

### Calls Attempt to Crash in on Good-will a "Shotgun Hold-up"

Suit of the Pabst Corporation, Milwaukee, to restrain the newly incorporated Pabst Brewing Company from using the Pabst name, has been dismissed in Circuit Court at Milwaukee upon stipulation by counsel representing the two firms. According to the stipulation, all of the stock of the Pabst Brewing Company was turned over to the Pabst Corporation at the cost of organizing.

The original Pabst Brewing Company was dissolved in 1920, because of prohibition, and the Pabst Corporation was formed to take over the assets and good-will. Counsel declared that the Pabst Corporation has spent more than \$5,000,000 in advertising its name and products.

At a hearing on a temporary injunction a month ago, counsel for the new company admitted that it was organized to capitalize on the Pabst name. In granting a temporary injunction, Judge Walter Schinz referred to the new firm as "a shotgun hold-up organization."

### Dedicate Memorial to R. J. Considine

The annual reunion of the Society of the Fifth Division was designated the Raymond J. Considine Memorial Reunion. It was held at Philadelphia last week and included an unveiling of a tablet dedicated to First Lieutenant Raymond J. Considine, who died from wounds received in the World War.

The tablet was unveiled in the Poor Richard Club of which Mr. Considine was an active member.

### Appointed by Pacific Clubs Speakers Bureau

Florence Gardner, secretary of the San Francisco Advertising Club, has been appointed vice-chairman of the Speakers Bureau of the Pacific Advertising Clubs Association and will handle arrangements for Northern and Central California. Mrs. H. B. Robinson, of Portland, will act as vice-chairman for the Northwest. E. J. Murphy, of Los Angeles, is chairman.

### Canada Dry Sales Show Increase

August sales of Canada Dry Ginger Ale, Inc., New York, for this year amounted to a 10 per cent increase over those of the corresponding month of 1929. Earnings for August of this year also showed an increase over those of August, 1929.

### McCarty Agency Appointments

E. W. Shafer, formerly with the Pomona Pump Company, has joined the staff of The McCarty Company, Los Angeles advertising agency. R. P. Ostrander, formerly account executive, has been appointed vice-president in charge of accounts.

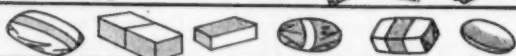


Heavy per capita buying of certain products is found among PHYSICAL CULTURE readers because of their most intense interest in their Health and Looks—such products as—

#### DENTIFRICES AND TOOTH BRUSHES



#### SOAPS



#### CREAMS



#### ANTISEPTICS



#### SUNLAMPS AND EXERCISERS



#### FOODS



**Results—**"In response to our coupon ad in PHYSICAL CULTURE, we received 291 replies to date. This number was considerably in excess of any other publication in which we ran the same ad."—Westinghouse Lamp Co.

PHYSICAL CULTURE leads all magazines in lowest cost per sale for Annette Kellermann Beauty Course.

Perhaps you don't know the new modern PHYSICAL CULTURE of recent years—with its fine material on nutrition, hygiene and personal appearance. The increasing circulation, as well as advertising results, are evidences of the forward sweep of this great family magazine.



# PHYSICAL CULTURE

*The National Magazine of HEALTH and BEAUTY*

MORE THAN 300,000 FAMILIES *Live* BY IT

## SEPTEMBER MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

|  | Pages | Lines  |
|--|-------|--------|
| The Spur (2 issues) .....                        | 113   | 75,923 |
| Town & Country (2 issues) 110                    |       | 74,280 |
| House & Garden .....                             | 109   | 69,165 |
| Country Life .....                               | 99    | 66,192 |
| Arts & Decoration .....                          | 84    | 56,532 |
| Nation's Business .....                          | 120   | 51,572 |
| The Sportsman .....                              | 60    | 37,734 |
| House Beautiful .....                            | 57    | 36,167 |
| Cosmopolitan .....                               | 79    | 34,024 |
| Vanity Fair .....                                | 52    | 33,146 |
| American Home .....                              | 50    | 31,716 |
| American .....                                   | 73    | 31,262 |
| Popular Mechanics .....                          | 110   | 24,640 |
| Forbes (2 Aug. issues)....                       | 47    | 20,110 |
| Better Homes & Gardens 44                        |       | 19,771 |
| Popular Science Monthly.. 44                     |       | 19,013 |
| International Studio .....                       | 28    | 18,924 |
| Field & Stream .....                             | 43    | 18,623 |
| Redbook .....                                    | 43    | 18,584 |
| Normal Instructor .....                          | 27    | 18,426 |
| American Boy .....                               | 27    | 18,360 |
| Review of Reviews .....                          | 42    | 18,048 |
| Motion Picture .....                             | 40    | 17,333 |
| Harpers Magazine .....                           | 74    | 16,520 |
| World's Work .....                               | 37    | 15,873 |
| American Golfer .....                            | 25    | 15,869 |
| True Detective Mysteries.. 34                    |       | 14,423 |
| Physical Culture .....                           | 32    | 13,927 |
| Atlantic Monthly .....                           | 55    | 12,353 |
| Home & Field .....                               | 19    | 12,057 |
| Boys' Life .....                                 | 18    | 12,000 |
| Forum .....                                      | 28    | 11,956 |
| Motion Picture Classic.... 27                    |       | 11,718 |
| Country Club Magazine... 18                      |       | 11,461 |
| National Sportsman .....                         | 27    | 11,457 |
| Outdoor Life & Recreation 26                     |       | 11,131 |
| Dream World .....                                | 25    | 10,862 |
| True Experiences .....                           | 25    | 10,799 |
| Magazine of Wall Street<br>(2 Aug. issues) ..... | 25    | 10,725 |
| Science & Invention .....                        | 23    | 9,825  |
| Hunting & Fishing .....                          | 23    | 9,810  |
| Radio News .....                                 | 23    | 9,724  |
| Nomad .....                                      | 23    | 9,520  |
| Screenland .....                                 | 22    | 9,455  |
| Golden Book .....                                | 22    | 9,274  |
| Elks Magazine .....                              | 19    | 8,584  |
| Mentor-World Traveler ... 19                     |       | 8,179  |
| Scribner's .....                                 | 36    | 8,110  |
| Scientific American .....                        | 16    | 6,982  |
| Sunset .....                                     | 16    | 6,853  |
| American Legion Monthly 16                       |       | 6,789  |
| Psychology .....                                 | 16    | 6,663  |
| Open Road for Boys .....                         | 15    | 6,504  |

# Now FORBES welcomes another community— *Philadelphia!*

**P**HILADELPHIA Business Progress Association in September joins 13 FORBES community advertisers whose combined campaigns have given FORBES unqualified leadership among magazines in advertising of this classification.

For the first six months of 1930 FORBES carried 43% more industrial community advertising than the self-styled leader in this classification among general magazines.

FORBES reaches the men who make decisions.

Send for our presentation of the multiple and pyramiding purchasing power of FORBES readers as represented by their directorships.

# FORBES

120 Fifth Ave., New York

B. C. Forbes, Editor

Walter Drey, Adv. Director

Tribune Tower, Chicago... General Motors Bldg., Detroit... Blanchard-Nichols-Coleman, Representatives, Atlanta, Los Angeles, San Francisco, Seattle.

FORBES carried 27½ pages of industrial community advertising in the first six months of 1930, 8½ pages more than the next in line among general magazines.

# YES SIR!

We sure know how to handle the entertainment problems that pop up when the old convention rolls around.

Gay—zippy—unusual—quiet—tasteful—whatever kind you prefer we are waiting—eager to serve you.

Our experience in handling the problems of national advertisers qualifies us to ask for your problems, too.

Our organization is forging right along, handling the entertainment problems for an increasing number of manufacturers.

**Louis C. Walters**  
1680 BROADWAY-N.Y.C.  
COLUMBUS 6660

## Advertising Manager wants a Job

A man who is raring to go. Knows advertising and all its details. An advertising specialist with the necessary artistic inclination yet dominated by inbred executive ability.

College graduate. Age 36, married, and 8 years' experience in advertising. He is ripe to do a whale of a job for some organization. His best work is before him.

These are trying days and this man knows the way out . . . hard work and THINKING.

A man who can produce advertising out of the ordinary. The kind that "Clicks." Available at once.

Address "C," Box 37, Printers' Ink, 231 So. La Salle Street, Chicago, Illinois

|                                  | Pages | Lines |
|----------------------------------|-------|-------|
| Picture Play .....               | 15    | 6,435 |
| American Mercury .....           | 28    | 6,217 |
| Film Fun .....                   | 14    | 5,926 |
| True Confessions .....           | 13    | 5,577 |
| Association Men .....            | 13    | 5,565 |
| Extension Magazine .....         | 7     | 5,081 |
| Rotarian .....                   | 10    | 4,394 |
| Asia .....                       | 9     | 3,996 |
| Munsey Combination .....         | 17    | 3,808 |
| Junior Mechanics & Model         |       |       |
| Airplane News .....              | 9     | 3,703 |
| National Republic .....          | 8     | 3,640 |
| Nature Magazine .....            | 8     | 3,486 |
| Am. Forests & Forest Life .....  | 8     | 3,150 |
| American Motorist .....          | 7     | 2,870 |
| Newsstand Group .....            | 11    | 2,554 |
| St. Nicholas .....               | 6     | 2,428 |
| Current History .....            | 9     | 1,944 |
| Bookman .....                    | 8     | 1,792 |
| Street & Smith Combination ..... | 6     | 1,344 |
| Blue Book .....                  | 5     | 1,184 |

### WOMEN'S MAGAZINES

|                                 | Pages | Lines   |
|---------------------------------|-------|---------|
| Vogue (3 issues) .....          | 219   | 138,144 |
| Ladies' Home Journal .....      | 138   | 94,011  |
| Harper's Bazaar .....           | 127   | 85,455  |
| Good Housekeeping .....         | 147   | 63,100  |
| Woman's Home Companion .....    | 89    | 60,539  |
| McCall's .....                  | 75    | 50,930  |
| Delineator .....                | 57    | 38,951  |
| Pictorial Review .....          | 55    | 37,618  |
| True Story .....                | 69    | 29,510  |
| Holland's .....                 | 30    | 22,521  |
| Photoplay .....                 | 52    | 22,275  |
| Farmer's Wife .....             | 24    | 16,262  |
| True Romances .....             | 36    | 15,309  |
| Household Magazine .....        | 21    | 14,212  |
| The Parents' Magazine .....     | 33    | 14,050  |
| Woman's World .....             | 19    | 12,590  |
| People's Popular Monthly .....  | 15    | 9,875   |
| Junior Home Magazine .....      | 14    | 9,347   |
| Needlecraft .....               | 11    | 7,592   |
| American Girl .....             | 16    | 6,842   |
| Child Life .....                | 15    | 6,428   |
| Messenger of Sacred Heart ..... | 16    | 3,528   |
| John Martin's Book .....        | 5     | 2,333   |

### CANADIAN MAGAZINES

#### (August Issues)

|                           |    |        |
|---------------------------|----|--------|
| MacLean's (2 issues) .... | 57 | 40,035 |
| Can. Homes & Gardens ..   | 49 | 31,070 |
| Mayfair .....             | 43 | 27,131 |
| Canadian Home Journal ..  | 36 | 24,904 |
| Western Home Monthly ..   | 35 | 24,155 |
| Rod & Gun in Canada ..    | 28 | 11,951 |
| The Chatelaine .....      | 16 | 11,345 |

### AUGUST WEEKLIES

| August 1-6               | Pages | Lines  |
|--------------------------|-------|--------|
| Saturday Evening Post .. | 61    | 41,818 |
| Time .....               | 34    | 14,622 |



# **TYPOGRAPHY THAT SETS UP AN IDEAL**



## **BOSTON**

The Berkeley Press  
The Wood Clarke Press

## **BUFFALO**

Axel E. Sahlun Typographic  
Service, Inc.

## **CHICAGO**

Bertsch & Cooper  
J. M. Bundscho, Inc.  
Hayes-Lochner, Inc.  
Harold A. Holmes, Inc.

## **CLEVELAND**

Skelly-Typesetting Co.

## **DENVER**

The A. B. Hirschfeld Press

## **DETROIT**

George Willens & Co.

## **INDIANAPOLIS**

The Typographic Service Co.

## **LOS ANGELES**

Typographic Service Co.

## **NEW YORK CITY**

Ad Service Co.  
Advertising Agencies'  
Service Co.  
Advertising-Craftsmen,  
Inc. (A-C)  
Advertising Typographers, Inc.  
The Advertype Co., Inc.  
E. M. Diamant  
Typographic Service  
Frost Brothers  
David Gildea & Co., Inc.  
Heller-Edwards Typography Inc.  
Huxley House  
Lee & Phillips, Inc.  
Royal Typographers, Inc.  
Supreme Ad Service  
Tri-Arts Printing Corp.  
Typographic Service Co.  
of N. Y., Inc.

Kurt H. Volk, Inc.

Woodrow Press, Inc.

## **PHILADELPHIA**

Progressive Composition Co.  
Kurt H. Volk, Inc.

## **PITTSBURGH**

Keystone Composition Co.  
Edwin H. Stuart, Inc.

## **ST. LOUIS**

Warwick Typographers, Inc.

## **TORONTO**

Swan Service

# **Can Typography Be Too Fine For Advertising?**

Can anything be too fine in a country where bank clerk dresses like bank president; where good taste and high standards are the possession of the many, not the prerogative of the few; where salesmanship in print fires the pen of scintillant writers and kindles the brush of brilliant artists; where the habits of a nation, from get-up to go-to-bed, are formed by advertising? Fine typography is vital to the success of all advertising, whether addressed to the crowd or to "cognoscenti."

# **ADVERTISING TYPOGRAPHERS OF AMERICA**

National Headquarters—461 Eighth Avenue, New York

|                        | Pages | Lines  |
|------------------------|-------|--------|
| American Weekly .....  | 7     | 13,623 |
| Collier's .....        | 19    | 12,716 |
| New Yorker .....       | 29    | 12,331 |
| Literary Digest .....  | 15    | 6,921  |
| Liberty .....          | 16    | 6,864  |
| Business Week .....    | 10    | 4,238  |
| Life .....             | 7     | 3,011  |
| Christian Herald ..... | 4     | 2,733  |
| Judge .....            | 5     | 2,278  |
| The Nation .....       | 6     | 2,200  |
| Churchman .....        | 5     | 1,975  |
| Outlook .....          | 4     | 1,557  |
| New Republic .....     | 1     | 598    |

| August 7-13             | Pages | Lines  |
|-------------------------|-------|--------|
| Saturday Evening Post.. | 66    | 44,688 |
| Collier's .....         | 25    | 16,945 |
| Time .....              | 35    | 15,071 |
| American Weekly .....   | 7     | 13,590 |
| New Yorker .....        | 31    | 13,123 |
| Literary Digest .....   | 18    | 8,363  |
| Liberty .....           | 19    | 8,151  |
| Business Week .....     | 16    | 6,677  |
| Christian Herald .....  | 5     | 3,380  |
| Life .....              | 6     | 2,446  |
| The Nation .....        | 6     | 2,300  |
| Judge .....             | 5     | 2,202  |
| Churchman .....         | 3     | 1,440  |
| New Republic .....      | 3     | 1,250  |
| Outlook .....           | 3     | 1,148  |

| August 14-20            | Pages | Lines  |
|-------------------------|-------|--------|
| Saturday Evening Post.. | 89    | 60,426 |
| Collier's .....         | 21    | 14,261 |
| New Yorker .....        | 33    | 13,976 |
| Time .....              | 30    | 12,856 |
| American Weekly .....   | 5     | 8,992  |
| Literary Digest .....   | 18    | 8,090  |
| Liberty .....           | 15    | 6,292  |
| Business Week .....     | 14    | 5,863  |
| Life .....              | 6     | 2,631  |
| Christian Herald .....  | 4     | 2,522  |
| Judge .....             | 5     | 2,223  |
| The Nation .....        | 3     | 1,300  |
| New Republic .....      | 2     | 820    |
| Churchman .....         | 2     | 759    |
| Outlook .....           | 1     | 649    |

| August 21-27            | Pages | Lines  |
|-------------------------|-------|--------|
| Saturday Evening Post.. | 78    | 52,960 |
| Time .....              | 33    | 14,031 |
| Collier's .....         | 20    | 13,727 |
| American Weekly .....   | 7     | 13,344 |
| New Yorker .....        | 30    | 12,980 |
| Literary Digest .....   | 15    | 6,762  |
| Business Week .....     | 13    | 5,462  |
| Liberty .....           | 11    | 4,862  |
| Christian Herald .....  | 5     | 3,219  |
| Life .....              | 6     | 2,734  |
| Judge .....             | 5     | 2,099  |
| The Nation .....        | 4     | 1,450  |
| Churchman .....         | 3     | 1,052  |

|                        | Pages        | Lines        |
|------------------------|--------------|--------------|
| New Republic .....     | 2            | 815          |
| Outlook .....          | 1            | 478          |
| <b>August 28-31</b>    | <b>Pages</b> | <b>Lines</b> |
| Saturday Evening Post  | 55           | 37,143       |
| New Yorker .....       | 28           | 12,032       |
| Collier's .....        | 14           | 9,323        |
| Literary Digest .....  | 18           | 8,069        |
| American Weekly .....  | 4            | 7,189        |
| Liberty .....          | 16           | 6,990        |
| Life .....             | 6            | 2,417        |
| Judge .....            | 4            | 1,778        |
| Christian Herald ..... | 2            | 1,133        |
| Churchman .....        | 2            | 826          |

| Totals for August       | Pages | Lines   |
|-------------------------|-------|---------|
| Saturday Evening Post.. | 349   | 237,035 |
| Collier's .....         | 99    | 66,972  |
| New Yorker .....        | 151   | 64,442  |
| American Weekly .....   | 30    | 56,738  |
| Time .....              | 132   | 56,580  |
| Literary Digest .....   | 84    | 38,205  |
| Liberty .....           | 77    | 33,159  |
| Business Week .....     | 53    | 22,240  |
| Life .....              | 31    | 13,239  |
| Christian Herald .....  | 20    | 12,987  |
| Judge .....             | 24    | 10,580  |
| The Nation .....        | 19    | 7,250   |
| Churchman .....         | 15    | 6,052   |
| Outlook .....           | 9     | 3,832   |
| New Republic .....      | 8     | 3,483   |

#### RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

|                             | Pages | Lines   |
|-----------------------------|-------|---------|
| 1. Vogue (3 issues) .....   | 219   | 138,144 |
| 2. Ladies' Home Journal..   | 138   | 94,011  |
| 3. Harper's Bazaar .....    | 127   | 85,455  |
| 4. The Spur (2 issues)..    | 113   | 75,923  |
| 5. Town & Country (2 is.).. | 110   | 74,280  |
| 6. House & Garden .....     | 109   | 69,165  |
| 7. Country Life .....       | 99    | 66,192  |
| 8. Good Housekeeping .....  | 147   | 63,100  |
| 9. Woman's Home Comp. ..    | 89    | 60,539  |
| 10. Arts & Decoration ..... | 84    | 56,532  |
| 11. Nation's Business ..... | 120   | 51,572  |
| 12. McCall's .....          | 75    | 50,930  |
| 13. MacLean's (2 Aug. is.)  | 57    | 40,035  |
| 14. Delineator .....        | 57    | 38,951  |
| 15. The Sportsman .....     | 60    | 37,734  |
| 16. Pictorial Review .....  | 55    | 37,618  |
| 17. House Beautiful .....   | 57    | 36,167  |
| 18. Cosmopolitan .....      | 79    | 34,024  |
| 19. Vanity Fair .....       | 52    | 33,146  |
| 20. American Home .....     | 50    | 31,716  |
| 21. American .....          | 73    | 31,262  |
| 22. Can. Ho. & Gar. (Aug.)  | 49    | 31,070  |
| 23. True Story .....        | 69    | 29,510  |
| 24. Mayfair (Aug.) .....    | 43    | 27,131  |
| 25. Can. Ho. Jour. (Aug.)   | 36    | 24,904  |

# TYPE—SUBSTANCE

"75% of these subscribers own their own homes, many owning from 1 to 3 automobiles . . . all are a good substantial class of citizens.

"am very pleased . . . with the wonderful showing Needlecraft makes, especially in my section of New Jersey."

N. Y. Advertising Agency (A.A.A.A.)  
Space Buyer (Name on request)

Aug. 21, 1930

Latest check-up of subscription list but no different in tenor from a hundred others.

CHAS. W. CORBETT

Advertising Director

## NEEDLECRAFT

*the Magazine of Home Arts*

Boston  
Dorr, Corbett & Dutch  
294 Washington St.

New York  
Chrysler Building

Atlanta  
Blanchard-Nichols-Coleman  
Grant Bldg.

San Francisco  
Blanchard-Nichols-Coleman  
Hunter-Dulin Bldg.

Chicago  
Blanchard-Nichols-Coleman & Johnston  
Palmer Bldg.

## FOUR-YEAR RECORD OF SEPTEMBER ADVERTISING

|                              | 1930    | 1929      | 1928    | 1927      | Total     |
|------------------------------|---------|-----------|---------|-----------|-----------|
|                              | Lines   | Lines     | Lines   | Lines     | Lines     |
| House & Garden .....         | 69,165  | 106,046   | 99,184  | 110,351   | 384,746   |
| Town & Country (2 issues) .. | 74,280  | 88,937    | 75,433  | 74,315    | 312,965   |
| Country Life .....           | 66,192  | 80,304    | 65,432  | 65,956    | 277,884   |
| Arts & Decoration .....      | 56,532  | 70,056    | 57,750  | 59,220    | 243,558   |
| House Beautiful .....        | 36,167  | 64,136    | 51,622  | 52,561    | 204,486   |
| Vanity Fair .....            | 33,146  | 56,271    | 51,455  | 57,120    | 197,992   |
| Nation's Business .....      | *51,572 | *55,060   | *44,501 | 37,236    | 188,369   |
| MacLean's (2 Aug. issues) .. | 40,035  | 43,128    | 39,669  | 40,159    | 162,991   |
| American .....               | 31,262  | 35,438    | 34,484  | 43,568    | 144,752   |
| American Home .....          | 31,716  | 58,297    | 24,351  | 27,412    | 141,776   |
| Cosmopolitan .....           | 34,024  | 36,669    | 33,409  | 32,623    | 136,725   |
| Popular Mechanics .....      | 24,640  | 32,032    | 31,640  | 30,300    | 118,612   |
| Forbes (2 Aug. issues) ..... | *20,110 | 36,405    | 32,596  | 28,920    | 118,031   |
| Redbook .....                | 18,584  | 23,151    | 25,756  | 27,869    | 95,360    |
| Popular Science Monthly ..   | 19,013  | 25,498    | 23,876  | 24,283    | 92,670    |
| Better Homes & Gardens ..    | 19,771  | 24,453    | 23,808  | 18,710    | 86,742    |
| Review of Reviews .....      | †18,048 | †30,040   | 17,752  | 20,625    | 86,465    |
| World's Work .....           | †15,873 | †27,599   | 19,847  | 23,083    | 86,402    |
| Field & Stream .....         | 18,623  | 21,529    | 22,541  | 22,365    | 85,058    |
| Harpers Magazine .....       | 16,520  | 20,048    | 21,784  | 23,548    | 81,900    |
| American Boy .....           | 18,360  | 20,272    | 17,145  | 17,100    | 72,877    |
| Physical Culture .....       | 13,927  | 18,398    | 20,711  | 19,510    | 72,546    |
| Atlantic Monthly .....       | 12,353  | 16,907    | 18,280  | 22,351    | 69,891    |
| Motion Picture .....         | 17,333  | 19,019    | 16,506  | 15,066    | 67,924    |
| International Studio .....   | 18,924  | 18,898    | 15,747  | 10,388    | 63,957    |
| True Detective Mysteries ..  | 14,423  | 12,803    | 16,304  | 17,079    | 60,609    |
| Outdoor Life & Recreation .. | 11,131  | 12,953    | 14,044  | 18,046    | 56,174    |
| National Sportsman .....     | 11,457  | 13,265    | 13,537  | 13,298    | 51,557    |
| Scribner's .....             | 8,110   | 12,659    | 13,361  | 16,804    | 50,934    |
| Boys' Life .....             | 12,000  | 13,372    | 13,421  | 11,747    | 50,540    |
| Science & Invention .....    | 9,825   | 11,149    | 13,138  | 13,275    | 47,387    |
| Forum .....                  | †11,956 | †18,500   | 7,355   | 8,316     | 46,127    |
| Sunset .....                 | 6,853   | 8,178     | 9,463   | 13,968    | 38,462    |
| Scientific American .....    | 6,982   | 7,938     | 9,142   | 9,624     | 33,686    |
| Munsey Combination .....     | 3,808   | 4,256     | 2,814   | 4,864     | 15,742    |
| St. Nicholas .....           | 2,428   | 751       | 1,930   | 2,523     | 7,632     |
| Totals .....                 | 875,143 | 1,144,415 | 999,788 | 1,034,183 | 4,053,529 |

\*Smaller Page Size.

†Larger Page Size.

## WOMEN'S MAGAZINES

|                             | 1930    | 1929     | 1928    | 1927     | Total     |
|-----------------------------|---------|----------|---------|----------|-----------|
| Vogue (3 issues) .....      | 138,144 | †163,339 | 195,869 | †158,707 | 656,059   |
| Ladies' Home Journal .....  | 94,011  | 96,433   | 92,694  | 95,077   | 378,215   |
| Harper's Bazaar .....       | 85,455  | 92,089   | 78,241  | 75,369   | 331,154   |
| Good Housekeeping .....     | 63,100  | 78,832   | 75,409  | 67,070   | 284,411   |
| Woman's Home Companion ..   | 60,539  | 54,406   | 49,684  | 53,720   | 218,349   |
| McCall's .....              | 50,930  | 43,812   | 49,991  | 38,318   | 183,051   |
| Pictorial Review .....      | 37,618  | 41,962   | 38,627  | 41,480   | 159,687   |
| Delineator .....            | 38,951  | 33,408   | 35,411  | 33,890   | 141,660   |
| True Story .....            | 29,510  | 26,585   | 24,788  | 21,134   | 102,017   |
| Photoplay .....             | 22,275  | 21,075   | 18,677  | 20,306   | 82,333    |
| True Romances .....         | 15,309  | 13,946   | 15,582  | 17,070   | 61,907    |
| Woman's World .....         | 12,590  | 13,104   | 14,525  | 13,231   | 53,450    |
| Household Magazine .....    | *14,212 | 11,912   | 11,260  | 9,160    | 46,544    |
| People's Popular Monthly .. | 9,875   | 11,520   | 11,823  | 8,748    | 41,966    |
| Needlecraft .....           | 7,592   | 8,301    | 10,854  | 11,050   | 37,797    |
| American Girl .....         | 6,842   | 7,468    | 7,177   | 7,013    | 28,500    |
| Totals .....                | 686,953 | 718,192  | 730,612 | 671,343  | 2,807,100 |

\*Smaller Page Size.

†Two Issues.

## WEEKLIES (5 August Issues)

|                             | 1930    | 1929    | 1928     | 1927     | Total     |
|-----------------------------|---------|---------|----------|----------|-----------|
| Saturday Evening Post ..... | 237,035 | 270,260 | †222,470 | †258,045 | 987,810   |
| New Yorker .....            | 64,442  | 75,997  | †59,248  | †60,757  | 260,444   |
| Collier's .....             | 66,972  | 77,853  | †37,561  | †34,540  | 216,926   |
| Liberty .....               | *33,159 | *35,608 | †62,650  | †79,830  | 211,247   |
| Literary Digest .....       | 38,205  | 60,663  | †54,684  | †52,860  | 206,412   |
| Time .....                  | †56,580 | †58,417 | †28,857  | 29,973   | 173,827   |
| American Weekly .....       | 56,738  | †45,424 | †44,384  | †24,149  | 170,695   |
| Life .....                  | 13,239  | 23,916  | 19,782   | 16,236   | 73,173    |
| Christian Herald .....      | 12,987  | 20,751  | †14,502  | †9,944   | 58,184    |
| Outlook .....               | †3,832  | †4,502  | 12,216   | 6,774    | 27,324    |
| Totals .....                | 583,189 | 673,391 | 556,354  | 573,108  | 2,386,042 |

\*Smaller Page Size.

†Four Issues.

Grand Totals .....

# DRAWING THE COLOR LINE ---

- in this year of more careful selection of markets and media
- advertisers have invested 25 Per Cent more than last year for Color Pages in

## THE QUALITY THREE

A Color Campaign in this group of influential magazines with their million readers of assured purchasing power

- costs Less than Half the Rate in most other Quality-Class media.

### THE QUALITY THREE

Atlantic Monthly Harpers Magazine Scribner's Magazine

Total  
lines  
4,746  
2,965  
7,884  
3,558  
4,486  
7,992  
18,369  
2,991  
4,752  
1,776  
6,725  
8,612  
8,031  
5,360  
2,670  
6,742  
6,465  
6,402  
5,058  
1,900  
2,877  
2,546  
9,891  
7,924  
3,957  
0,609  
6,174  
1,557  
0,934  
0,540  
7,387  
6,127  
8,462  
3,686  
5,742  
7,632  
3,529  
6,059  
8,215  
1,154  
4,411  
8,349  
3,051  
9,687  
1,660  
2,017  
2,333  
1,907  
9,450  
5,544  
9,966  
7,797  
8,500  
7,100  
7,810  
4,444  
9,926  
247  
412  
827  
695  
173  
184  
324  
042  
671

# The Little Schoolmaster's Classroom

A MEMBER of the Class sends in an envelope he has received in the mail on which there is printed in the lower left corner the following:

"A friend once received a letter offering him a half interest in the Ford Company for \$500. Thinking the letter was an advertisement, he threw it away unopened."

"I sent out 100 postcards answering advertisements for direct-to-consumer salesmen," this member of the Class comments. "I have received nearly two bushels of letters and printed matter and this envelope is the only one that really made me want to open the letter. It may be an old stunt, but there is the possibility that it will be new to you also." \* \* \*

When the Cannon Mills about a year ago began to put color and design into the lowly bath towel, the originators of the idea had no inkling that this would lead to an event unique in textile history. Yet, to 66-68 Worth Street, New York, on August 20, 1930, at 3 P. M., retail buyers and stylists were invited formally—on paper as heavy as any bride ever used for a wedding announcement—to the first annual style show of Cannon towels and sheets.

There were no models parading, no fireworks at this style show. Just humble towels, now dressed in colorful tones and designs and laid out on shelves along with plain white and bordered towels to build for retailers the harmonious selling effect which they in turn could build for their customers. This style show was crowded.

What the Cannon Mills did in this unusual style exhibit, it seems to the Schoolmaster, was to demonstrate that there is no reason why good merchandise cannot be well dressed and presented to its trade just as interestingly as such items as women's clothes have been promoted on living models. As Miss Virginia Hamill, who styled the new line, said in describing

new tri-toned items and colorful sets specially designed for children's bathrooms, "Why not dress a good product fittingly?"

Here were products fittingly dressed not only in that many were Cellophane wrapped to set off their own colors but in that the display arrangement further lent background to their distinctive designs and weaves. Shelves were set out to show how a well-planned retail towel section could be made attractive to consumers, whether plain or fancy towels were what these customers sought. And nooks—showing corners of several bathroom plans—further set off the lines being exhibited at this unique style event.

To capitalize trade interest aroused in this set-up, the company had made available blueprints of the shelf, counter and nook layouts, with cost figures for each, so that retailers could copy or adapt the ideas set forth. Further to sow the seed of colorful store display of the once humble towel, the company announced that the showing would continue for a week so that stores could send employees to look over the arrangement at their convenience.

"Why not dress a good product fittingly?" Certainly the answer the Schoolmaster heard to this question as he walked around among the retailers who examined the stylish dress and background Cannon had given to its product was—"Why not?" \* \* \*

The Schoolmaster long has known, as has everyone else, that when a human being is put to death, custom and law demand that the event shall be officially witnessed. But now he learns, with interested surprise, that the same grim requirement, with only a different application, has been adopted by at least one of our American industries.

It appears that the directors of the National Automobile Chamber of Commerce have approved what

Realtors—America's Homebuilders**\$ 579, 412, 600****RESIDENTIAL BUILDING  
FIRST SIX MONTHS 1930****1930 HOMEBUILDING****—worth going after**

The big question is not, "How much is residential building behind last year?" but, "How does it compare with normal years?" The boom years are not the proper basis of comparison.

The first six months of 1930 showed a total of \$579,412,600 residential building contracts let in 37 states East of the Rocky Mountains. (F. W. Dodge Corp.)

This is not a market to complain about but one whose size warrants going after.

Then there is the remodelling and modernizing of older homes, apartments, stores, etc., a good market, now. Realtors manage thousands of such buildings. It is their job to keep them up to date, to attract and hold tenants in competition with newer buildings. Regular annual maintenance construction work is necessary in these older buildings, as well as modernizing work.

Right now Realtors are providing an important construction market in new and older buildings. Go after Realtors, sell them through the



**NATIONAL  
REAL ESTATE  
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.



## PAINT MANUFACTURER WANTS SALES MANAGER

A leading paint manufacturer on the Pacific Coast is looking for a sales manager. The man they are looking for is between 35 and 45 years old, with a background of experience that will enable him intelligently to direct a sales force selling both to the retail and industrial trade.

He is not a desk worker, but believes that the way to increase sales and keep his salesmen enthusiastic is by getting out into the field with them and making personal calls. He knows men—can hire, train, control and lead salesmen and inspire their loyalty. The right man will come into an organization with a well established distribution of the highest grade of paint products it is possible to manufacture. He has the vision to appreciate the opportunity not only for increasing the volume in existing territories, but for extending distribution into new ones. He is not only a salesman but a merchandiser as well, and understands the fundamental relationship between selling and advertising. He is in all probability employed at the present time but looking for a position as described, offering an income commensurate with his abilities, and an opportunity to make himself an important executive in this company.

With such a man correspondence is desired leading to a personal interview later. Write fully giving details of past experience and accomplishments to

"T," Box 32, Printers' Ink

Your correspondence will be held in strictest confidence.

is known as the "Cleveland Plan". of junking motor cars, and that—so it is announced in *Automotive Industries*—the scrap-material interests with which the Cleveland dealers have been co-operating have organized a national concern that is prepared to establish a branch in any city whose dealers will invite its coming. However, the detail that stirs the Schoolmaster's imagination is the following:

Having scrapped a decrepit car, the scrapping company gives the dealer a "Certificate of Demolition." The certificate, it seems, is a step forward. For heretofore, in the view of the skeptical manufacturers, no automobile could be officially dead unless its demise, under the crowbar and maul, was witnessed in person—and perhaps in unholy glee—by a factory representative.

Of course, the Schoolmaster wonders if the principle and the procedure will spread to other industries. Meanwhile, however, he is occupied with interesting speculations. What is this phenomenon, anyway? Does the whole business serve merely to demonstrate the fallacy of making a product too well, so long-lived that its ultimate disintegration can be accepted as an accomplished fact only when attested by document? On the other hand, could the industry's seeming disadvantage actually be capitalized? To that end, Packard might amend its famous line to read: "Ask the Man Who's Tried to Smash One"; and Rolls-Royce might advertise: "A generation hence you may say, 'Well, I guess the old bus is done for.' But not even the Coroner will believe you!"

\* \* \*

Furthermore, certificates of demolition, if sufficiently detailed, might have served useful ends, in the past, in lines of manufacturing endeavor far removed from automobiles. For example, if he could just bolster his credence a little with the black-and-white testimony of witnesses, the Schoolmaster would find it easier to believe a certain classic story of longevity and hardihood—a story that, for its intrinsic merit, really ought to be believed—the epic of the maker of liver

# The partners of a successful agency open their doors to a man...

The two owners of a very successful New York Advertising Agency are looking for an able third.

He is not needed to assist in serving the present business of the agency. Money is not required nor sought.

The man we want must be able to round out the agency's business by contributing accounts in fields wherein the present list is weak—preferably foods, household appliances, automotive, radio and general.

Here, he will have no financing or organization worries. Here, he will be part of an agency with a national reputation for outstanding service and production. The man we describe should be big enough to warrant recognition in the firm name.

We will gladly disclose our identity to any interested inquirer, either direct or through counsel. Needless to say, all negotiations will be handled in confidence, inviolate.

ADVERTISING AGENCY, BOX X, PRINTERS' INK

## The Building Authority

in the community is the lumber dealer. It is to him builders come for advice regarding which materials to use. The way to get his co-operation on your product is to tell him its merits and profit-possibilities through the paper he reads regularly—the

**American Lumberman**  
CHICAGO

Est. 1873

A. B. C.

THERE ARE

# 64,000

English-Reading  
Families in St. Paul

**91%** of them  
take the  
**St. Paul Dispatch**

### WHAT HAVE YOU TO OFFER?

A manufacturing company in Philadelphia with 80 years' experience wishes to extend its activities. Would consider manufacturing any article, preferably a specialty, or will act as agent in this territory. Can offer excellent financial qualifications.

Address "J," Box 182  
Printers' Ink

## Mailing Lists

Will help you increase sales.

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each  
by refund of

**ROSS-Gould Co.** 344N. 10th St. St. Louis

medicine whose bereaved relicts, upon his death, had to take his liver out into the alley and kill it with a club.

\* \* \*

"Wholesale Only." The Schoolmaster has seen these words lettered on so many windows and doors, especially in New York, for so many years that he has more or less taken them for granted. It had never occurred to him until the other day that these are silly words, relics of another day. Why, the Schoolmaster asked himself as he passed several such signs on Thirty-fourth Street, do these "wholesale only" establishments proclaim the fact so blatantly?

The obvious answer is, of course, that they don't want to be bothered with people who see goods displayed in the window and come in expecting to purchase at retail. They don't want to be interrupted when they are selling an important buyer by would-be customers in order to tell them, "No, we don't sell at retail. This is a wholesale house only."

But, the Schoolmaster wonders, wouldn't the retailers to whom these wholesalers sell their goods appreciate having the would-be customers sent to them? Would it be too much trouble to tell those passers-by who are attracted by the window displays that they can purchase the goods a few blocks up, at Macy's?

What better way to show retailers the value of good window displays than a constant stream of inquiring consumers?

The Schoolmaster thinks that he would take down the "Wholesale Only" sign if he were put in charge of a manufacturer's display room or wholesale establishment.

\* \* \*

Last spring, the Schoolmaster prophesied that there would be widespread interest this fall in night football. He told about the Syracuse-Hobart football game played last fall. The normal attendance at this game averaged 4,000 spectators. When the game was played at night, under artificial light, 25,000 football fans came to see it. The normal Syracuse-Johns

121

*requests for this list of reference were received within a week after the Monthly was in the mails. The list gives the date of issue and title of 35 articles. Do you want a copy?*

Printers' Ink Monthly for September, 1930

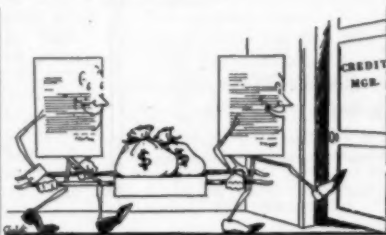
129

needs of those fields. The result is that it had to maintain a service department which has studied the various uses of cork in all possible fields where cork is used. In writing the copy the company had to turn to these specialists in order to get the correct feeling and the correct language. Obviously, it would be very damaging for the company to prepare an advertisement for a technician in the refrigeration field, for instance, if the copy were so badly phrased that the technician would laugh at it because of the company's apparent ignorance of his problem. Therefore, none of these advertisements goes out until the company is certain that it is technically correct in its language.

ALONG with this problem comes another—finding new uses. Of course, the company's own engineers are continually working to find these uses in fields where cork is already applied and in other fields where they feel that cork should be used. However, there is no question that there are dozens of industries today which could use cork but do not because they do not realize its possibilities. In order to take care of these fields the company has launched a consumer campaign on cork. This campaign has already been described in PRINTERS' INK. However, there still remains the problem of getting cork more widely used in industries where it is employed at present. Thus the company always keeps in mind the fact that it may be possible to stimulate other uses than those featured in the copy. No particularly direct effort is made to foster these uses, but the advertising is geared so as to stimulate interest and the copy is written in a manner that may lead technical men in various fields to think of new uses for cork.

One way of doing this is to show unusual uses in certain fields with the idea of getting the inventive genius in these fields interested in extending these uses or varying them. Also the company has not only placed real value in featuring really accepted uses of cork but in emphasizing certain properties of the product which are recommended for wider employment.

In some of the advertising the company varies its appeal from advertisement to advertisement. For instance, in advertising to textile manufacturers the company may feature the use of cork cots in one advertisement



## Collection Letters...

Let's admit, right from the start, that there isn't a more difficult letter to write in the entire field of business correspondence than the collection letter.

The man who sits down to pen one of these intriguing epistles is promptly beset by a multitude of temptations. He may be tempted to use too much sugar and honey. He may feel a yen to tell Mr. Debtor exactly what he thinks of his dilatory tactics. He may get the urge to outdo his favorite humorist.

Well, how should a collection letter be written?

That question can't be answered until one knows what a collection letter must do. Its duties are two:

1. Get the check.
2. Hold the customer.

Either one or the other is comparatively easy. The combination—ah, that is what makes the collection letter responsible for so many chewed finger nails.

Well, then, once again—how should a collection letter be written?

For the answer, write PRINTERS' INK and ask for the list of 35 articles on collection letters. There's no charge for the list—and it may reduce your charge for bad debts and lost business.

**PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue New York City, N. Y.

## Unusual Agency Partnership Opportunity

Advertising agency partnership available due to partner retiring. Prominent New York agency, fully recognized, with national accounts. Profitable opportunity for able contact man who can get business, or experienced copy chief. Well staffed, soundly financed and growing fast. Write for interview. Communications held in strict confidence.

Address "D," Box 38  
Printers' Ink

## A Change in Policy...

makes experienced advertising and merchandising man available. Former advertising agency principal, whose experience embraces advertising, sales promotion, copy, contact, publishing and editorial work in both industrial and professional fields. Wants position with mfr. that has a man-sized job to fill. Single, now in Mid-West. Will locate anywhere.

**"E," BOX 39, PRINTERS' INK  
915 OLIVEST., ST. LOUIS, MO.**

**ENGROSSING - ILLUMINATING  
RESOLUTIONS - BOOK PLATES  
MEMORIAL ALBUMS - COVERS  
COMPLIMENTARY PRESENTATIONS  
VOTES OF THANKS - SPECIAL DESIGNS  
- FREDERICK E. HAPPEL -  
BOX 363 - WASHINGTON, D. C.**

Hopkins football attendance is 3,000—20,000 came to the night contest last year.

The Schoolmaster also predicted that business men with ingenuity would find many ways of capitalizing this night game market. Already he notices that a financial securities organization—the Utility Securities Company, of Chicago—is running full-page advertising based on night athletics.

"New night-time revenues," is the caption of the advertisement which continues: "And now... night athletics, adding new and off-peak electric load. Illuminating engineers of Public Service Company of Northern Illinois have made possible the playing of night football this fall in the company's territory."

Unless the Schoolmaster misses his guess, advertising of the immediate future is going to show that other enterprising individuals and organizations see in night athletics a new market for a multitude of products and services. What is more, if this new form of outdoor amusement gains the fan-following that has been predicted for it, there is every likelihood that some of our other forms of amusement, such as the theater and the talkies, will find a growing need for advertising.

### Kelvinator of Canada to Cockfield, Brown

Kelvinator of Canada, Ltd., London, Ont., has appointed the Toronto office of Cockfield, Brown & Company, Ltd., advertising agency, to direct the merchandising and advertising of Kelvinator domestic and commercial electric refrigerators.

### Speakers to Hold Outing

The annual Speakers Outing, sponsored by the speakers' division of the Cleveland Advertising Club, will be held on September 13 at the Lakewood Country Club.

### A BUSINESS PUBLICATION

The leader in his field, requires the services of a young man of good education, native born, familiar with correspondence and preferably with some make-up experience. One who can quickly adapt himself in a large organization and whose strong forte is keeping on top of a detail job. In your letter state age, education, business record, salary expectations and anything else of a helpful nature. Write "H," Box 181, Printers' Ink.

## Tenth District Program Near Completion

The program for the convention of the Tenth District of the Advertising Federation of America, which will meet at Houston, Tex., September 21 to 23, has almost been completed. Subjects and speakers include: "What Are the Prospects for Business in the Next Twelve Months?" Leslie Barton, managing director, 100,000 Group of American Cities; "Eliminating Waste in Distribution," W. R. Ewald, Campbell-Ewald Company, Detroit; "How Can the Advertising Federation of America Help American Industry?" Gilbert T. Hodges, president of the Federation and a member of the executive board of the New York Sun, and

"The Place of Type in Advertising," Douglas C. McMurtrie, director of typography, Ludlow Typograph Company, Chicago, and "Frank Facts on How to Improve Advertising," Harry Richl, manager, St. Louis Better Business Bureau.

George B. Forristall is head of the committee in charge of the program. He is being assisted by J. B. Westover, H. Wirt Steele, Vester Wallace, Ray Wright, of Houston; W. W. Watson, Beaumont; Otto Bruck, Dallas; J. H. Higdon, San Antonio; A. L. Shuman, Fort Worth, and W. R. Roberts, Galveston.

## W. H. McIntyre Joins National Electric Heating

W. H. McIntyre, for the last two years with the technical sales department of Spencer, Kellogg & Sons, Inc., New York, has joined the National Electric Heating Company, of that city, in an executive sales capacity.

## Writing for Real Money

This book by Edward Mott Woolley gives his intimate experience as freelance advertising writer. Names and prices. Tells of small jobs to \$1000 fees writing narrative and fictionized advertising for booklets and display. Reveals a new vocation of written English. 144 pages. \$1.60 postpaid direct by mail.

Also his **FREE-LANCING FOR FORTY MAGAZINES**, autobiography of his writing experience. He lifts the curtain on the strange vocation of writing for publication. 320 pages. \$2.60 postpaid direct by mail.

**E. M. WOOLLEY ASSOCIATES**

Publishers

Passaic Park New Jersey

## A Copywriter A Contact Executive

Here is a man who can write sparkling, productive copy—and who can contact an agency's clients efficiently and to everyone's happiness. He has lots of agency experience, and he knows advertising fundamentals.

He's a Christian, aged twenty-six, and a college graduate. He thinks he's unusual, and he believes he can prove it to you. He'll ask you for a salary of \$5,200 a year.

Address "G" Box 180, care PRINTERS' INK

# WE GUESS—NOT!

of course not, knowledge is necessary. Get the *Standard Advertising Register*—the Red Book—and leave the guessing to others,



The *Standard Advertising Register* is a thoroughly dependable *Service* giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no *Service* so thorough or complete. Write our nearest office.

**Quit Guessing - Get the Register !!**

**National Register Publishing Company**

245 Fifth Ave., New York

7 Water St., Boston

140 So. Dearborn St., Chicago

929 Russ Bldg., San Francisco

Chamber of Commerce Bldg., Los Angeles

**"GIBBONS knows CANADA"**

## Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**AGRICULTURAL PUBLICATION, ESTABLISHED 8 YEARS,** good name, rich field. Half-interest or will sell. \$5,000 required. Box 660, Printers' Ink, Chicago Office.

**NEW IDEAS** for new products, and new uses for old products, originated by a unique method (no patents). E. A. Stewart, Box 181, Jamestown, N. Y.

### Los Angeles Territory

**ADVERTISING REPRESENTATIVE** of national direct mail firm can take on additional lines or publication representation. Box 647, Printers' Ink.

**\$1,000 WILL BUY SMALL BROOKLYN MAGAZINE MAKING PROFIT. SEVEN YEARS' GOOD-WILL.** Signed contracts. Will get investment back in few months. Must sell soon. Will assist in every way. Don't pass this up—you'll like it. The Bay Ridger, 3601 Avenue J, Brooklyn.

### EMPLOYMENT SERVICES

#### ● How To Better Yourself ●

Confidentially consult Walter A. Lowen, formerly with "O & H" and other 4A's. Attractive opportunities listed daily for experienced agency personnel. Register Free, 9-2 P.M. Vocational Bureau, 105 W. 40th St., N. Y. C. PENna. 5389.

### Muncy Placement Service

Specializing in Advertising Personnel

Executives—Craftsmen—Juniors  
Secretaries—Clerical  
280 Madison Avenue, New York City  
Caledonia 2611

Elizabeth Muncy for 10 years in charge of employment bureau of AAAA.

### HELP WANTED

**ADVERTISING SALESMEN**—Full or part time; original direct mail plan; repeats; big seller; big down payment with each order. Give experience. Box 646, Printers' Ink.

**RADIO WRITER EXPERIENCED IN MONOLOGUE TEXT. KNOWLEDGE OF FOOD DESIRABLE, BUT NOT NECESSARY.** State full qualifications and past record. Box 642, Printers' Ink.

### WESTERN REPRESENTATIVE

Western Representative wanted who can afford to invest his full time and energy in the development of color advertising in one of the largest general mediums in the country. A proposition is now open which should net the right kind of representative upwards of \$30,000.00 per year on a liberal commission arrangement and full protection. Replies confidential. Box 641, Printers' Ink.

### ADVERTISING SALESMAN

Well-established vocational medium offers unusual opportunity to young man who can sell space. Write fully, stating previous experience and salary desired. Box 661, Printers' Ink.

### PRINTING SALESMAN

Young man with good education and a keen desire to sell printing for a progressive and creative organization. Salary and commission. State references and qualifications. Box 644, Printers' Ink.

**Wanted: ADVERTISING SALESMEN** in Detroit, Buffalo, Pittsburgh, Philadelphia, Baltimore, New York, Brooklyn, Boston, Hartford and Providence. Good commission. Address The American Catholic Year Book, 702 Schmidt Bldg., Cincinnati, Ohio.

**ADVERTISING AGENCY** of long standing desires to expand their business and requires the services of an account executive; one who is able to secure new business; excellent opportunity for right man; salary and commission. Address with full particulars Box 656, Printers' Ink.

**Salesmen: Have you sold advertising?** Can you talk the "language"? Do you know the food manufacturers, the household equipment manufacturers, and makers of building materials? If so apply at the Home-Making Center, 10th Floor, Grand Central Palace, for sales positions. Ask for the Business Manager.

**SELLING TO BANKS!** We want men in West, Middle West and South who have a following among banks. Side Line. 25% commission. Exclusive territory to real producers. Sample size of an envelope. Every order means twelve monthly checks. Average sale \$200. Address "Bancservice," Box 538, Lancaster, Penna.

### Editorial Assistant

Young man, around 25, with originality, creative ability. Maintain files, proof-read, generally assist house magazine editor, prepare articles on markets, mediums, advertising, etc. State record of accomplishment, present employer, past connections, education, references, nationality. Moderate salary to start; splendid opportunity for right party. Replies confidential. Box 654, Printers' Ink.

### POSITIONS WANTED

**Secretary-Stenographer**—young woman, age 26, nine years' experience advertising and publicity. Capable managing office detail. Pleasing personality. References. Salary \$35.00. Box 652, Printers' Ink.

**Advertising Sales Promotion Manager** Who can write forceful direct mail and newspaper copy, make rough layouts and successfully edit house organs. College education. Seven years' experience. Desires position with Advertising Agency or manufacturing concern. Box 635, P. I.



**SECRETARY-STENOGRAPHER**—efficient, competent; experience covers magazine advertising and sales work; can be trusted with detail; salary \$30. Box 655, Printers' Ink.

**RADIO PRODUCTION MANAGER** and Continuity Writer. Practical radio experience since 1926. Showmanship combined with AAAA record. Box 651, Printers' Ink.

**ARTIST**  
Ambitious young man, 24, experienced in visualizing, hand-lettering and merchandising. Agency preferred. New York only. Moderate salary. Box 648, Printers' Ink.

**YOUNG TYPE LAYOUT MAN**  
Practical printer. Experienced in 4A agencies. Good taste, accurate. Now employed. Agency or top-notch printer. Moderate salary. Box 638, Printers' Ink.

**PRINTING EXECUTIVE**  
Young man with exceptional ability in printing plant management desires connection where a wide knowledge of printing methods would be required. Box 657, P. I.

**TYPOGRAPHER**  
Eight years' experience with leading agencies and typographers. Permanent or free-lance basis. Box 645, P. I.

**ARTIST**—Ten years' experience in modern layouts, lettering and design, seeks position or free lance. Box 637, Printers' Ink.

Highly Capable Editor and writer whose trade articles have been cited by leading business publications seeks connection where brain, car, cameras, experience, some capital or all five can be fully utilized. Box 650, Printers' Ink.

**COPY WRITER** who is splendid visualizer. Ten years' outstanding experience creating NATIONAL MAIL ORDER, DIRECT MAIL largest accounts; formerly New York most prominent agencies; go anywhere. Box 649, P. I.

**Manager or Superintendent** of printing plant. Experience, ten years as manager of plant doing \$250,000 a year in catalog and commercial printing. Know sales and direct mail. Age 45. Open for any position with future. Box 632, P. I.

**Kenneth Groesbeck, H. K. McCann Co.**, says: "This young man can write." Record: Successful advertising, local, national, mail order, copy and layout, from autos to radio, travel and tour; all exceptionally effective; merchandising, selling, newspaper promotion; college man, 33, recommended, sincere, able. WANTED: a real job. Box 662, Printers' Ink.

**Engineer-Writer**—After October first a writer with unusual qualifications in the field of artificial illumination will be available for a new connection. This man has served several of the larger utility and manufacturing companies with remarkable success. He is a capable manager, a hard worker and loves to write. He should prove a good buy for an agency, manufacturer or utility interested in the promotion of lighting equipment sales. Box 631, P. I.

**DESIRABLE ACCOUNT** with \$40,000 space billing controlled by young agency man seeking connection with Chicago 4-A agency. Necessary to close by Oct. first. Box 653, Printers' Ink, Chicago Office.

**ARTIST**—24 years advertising agency, printing, litho and engraving house training. First class all around man. All references from former employers. Anywhere. George Sanglier, P. O. Station G, Box 244, New York City, N. Y.

**FURNITURE AND FABRIC COPY**  
Advertising director, furniture and decorating firm, wishes to join agency or retail store copy staff. Experience in wholesale copy, retail selling of fine furniture and fabrics. New York. Box 636, P. I.

**SUBSCRIPTION MANAGER**  
Seven years' general magazine subscription experience. Now handling complete department for group of magazines. Knows A. B. C. regulations thoroughly. Age 35. Write Box 659, Printers' Ink.

**ADVERTISING—SALES PROMOTION**  
Man with 15 years' successful experience who knows how to plan complete campaigns, work with salesmen or secure direct returns desires new connections. At present with A+A1 rated concern. Box 640, Printers' Ink.

**Young Man**, 26, good education, 4 years' production experience. Knows printing, engraving, estimating, production management, buying, etc. "Hound for detail," good memory, assume responsibilities. Some sales background. Inside position in N. Y. C. only. Box 634, P. I.

**VERSATILE AND ADAPTABLE** young woman, unusual experience in literary and artistic work, both editorial and secretarial, would like position with individual or firm where experience would be of value,—shorthand; proof correction; make-up; ability to write and draw. Salary adequate. Box 639, Printers' Ink.

**ADVERTISING MAN**—two-listed, economical, strong on strategy, wants opportunity with aggressive advertiser preferably on small salary plus bonus basis. Wide experience, agency training, copy, mail order, direct mail, window display, space buying, soliciting, executive, etc. 38. Christian. Box 633, Printers' Ink.

## ADVERTISING, SALES PROMOTION EXECUTIVE AVAILABLE

Ten years' experience as advertising manager for one of Buffalo's prominent industrial firms with semi-national distribution. Has developed their advertising plans and has had close contact with sales operations. Genial. Knows how to work with salesmen individually—at ease before large audience. Fitted by training and experience to take charge of advertising for manufacturer with an important advertising job to be done or to organize the department for a manufacturer about to begin advertising on a large scale. Age 34, married, one child. Excellent recommendation from present employer with whom relations are most cordial. Address Box 643, Printers' Ink.

# Table of Contents

|  |     |
|--|-----|
| Where Are Tomorrow's Advertisers Coming From?<br>C. B. LARRABEE.....   | 3   |
| Advertising Establishes That Bread Isn't Just Bread.....   | 10  |
| Label Your Package the French Way<br>H. E. ROUNDS, Director of Sales, Adolf Gobel, Inc.....  | 17  |
| Everything from a Ratskin to a Ranch<br>EDMUND S. WHITMAN.....   | 20  |
| To Fill In or Not to Fill In<br>W. B. EDWARDS.....   | 23  |
| Farmers Don't Catch the 7:40<br>VICTOR F. HAYDEN, Executive Secretary, Agricultural Publishers Assn.....   | 33  |
| "Merry-Go-Round" Art Compositions<br>W. LIVINGSTON LARNED.....   | 42  |
| What Groucho Says.....   | 50  |
| Ohio Brass Reduces Accidents and Waste by Plant Campaign.....  | 57  |
| Why Give Salesmen Exclusive Territory?<br>A. H. DEUTE, General Manager, The Billings & Spencer Company.....  | 66  |
| Yeah, Bo! Chief!<br>DON GRIDLEY.....   | 76  |
| Getting the Association Campaign Off to a Quick Start<br>E. L. STARR, Director-Treasurer, The Durene Association of America.....                       | 85  |
| "This Business Can Get Along Without You".....   | 94  |
| The Gloomy Economists<br>ROY DICKINSON.....  | 96  |
| Advertising Coffee with a Joke a Day.....  | 103 |
| Changing the Course of a Business Through Advertising<br>R. W. CLARKE.....   | 104 |
| U. S. Steel Gets a Family Trade-Mark.....  | 112 |
| Measuring Sales Potentials<br>L. D. H. WELD, Director of Research, The H. K. McCann Company.....   | 117 |
| Selling Coal by Selling Heat<br>WM. A. MCGARRY.....  | 125 |
| Louisiana Papers to Use General-Retail Definition.....   | 131 |
| Editorials.....  | 138 |
| New Trends in Distribution—A Significant Incident—Intensity vs.<br>Extensivity—N. C. R. Executives Go Out in the Field—Business-the<br>Only Youngster. |     |
| Summary of Magazine Advertising for September.....   | 145 |
| Four-Year Record of September Advertising.....   | 150 |
| The Little Schoolmaster's Classroom.....   | 152 |

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## Building a clientele that is the talk of the Engraving Business

IT is said that this is the most talked-of shop in Photo Engraving today. Mainly because of its phenomenal growth—its unique policies. Such reports are gratifying and move us to mention that there is no mystery about this five-year-old winning such merited laurels.

We work to make every customer a client, and every client a bigger client, and we have three powerful weapons with which to do this: (1) the cream of engraving talent, (2) superb equipment, (3) working conditions without parallel. They make this America's Finest Engraving Plant.

**COLLINS & ALEXANDER, INC.**  
65 E. South Water St. Chicago



## Again the Chicago Tribune Does the Job Alone

On Saturday night, August 23, 1930, the largest audience that ever came together for any cultural event in modern times gathered at Soldiers' Field on Chicago's lake front.

More than 150,000 persons packed the huge stadium from cinder path to upper rim. 20,000 surged about the gates outside.

They had come to listen to a colossal concert, the Chicago-land Music Festival, conceived and directed by the Chicago Tribune.

The job of "selling" this spectacular show to the people of Chicago and suburbs the Tribune assumed alone.

*With the result that the largest gathering place in*

*America couldn't hold the crowds that wanted to attend.*

*Without aid from any other medium whatever the Chicago Tribune had promoted and sold a show to more people than the country's largest stadium could accommodate.*

Have you a product that can be sold to this responsive audience?—to this responsive market?

Then get this tremendous crowd to descend upon the stores and dealers that sell your product! Put across your selling messages to the great Chicago market in the one medium that can do the job alone—the Chicago Tribune!

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average Circulation, August, 1930:

827,357 Daily; 1,028,337 Sunday